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This guide is meant to frame an attitude and overall graphic considerations. The goal is to stay within the guidelines but if you have an inspired variation of how to use the brand elements, we're open to seeing and discussing those as there could be legitimate possibilities that aren't addressed in this guide.

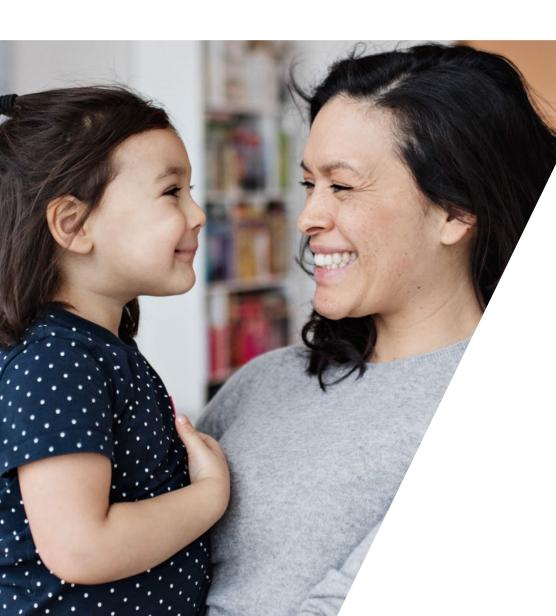
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#### **Aaron's Brand Story**

When people set out to make a large household purchase of furniture, electronics or appliances, some soon find out they can't get approved for a payment plan. Aaron's is a store that's ready to approve the very same people other stores turn down.

So many people feel that the credit system has failed them, and we agree. Your credit score isn't the whole story. And what are people supposed to do? They still need access to quality products.

We are leveling the playing field. We can approve people and give them a truly great shopping experience, with a full selection from top brands, an affordable monthly payment, free delivery and setup, and something truly radical—if they ever are late on a payment, we listen, we care, and we find ways to make it work for them.

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#### **Emotional Benefits**

#### **Empowerment**

Don't worry about getting approved for an affordable lease ownership plan. We are ready to trust you. You can get the things you need for your home and family - when you need them.

#### A Better Life

Aaron's helps people provide their families with a higher standard of living and to be able to be proud of their homes. You can have more quality time at home - no need to spend nights and weekends at the laundromat. You can have a better night's sleep - no need to keep that saggy old mattress any longer. You can be ready for homework and fun - no need to wait to get a laptop for your kids. You can make your home your castle – get that big screen TV and reclining sofa of your dreams.

#### **Functional Benefits**

#### **Easy**

At Aaron's, you don't need the best credit to qualify. It takes only a few minutes to apply. From beginning to end, Aaron's makes it easy for you.

#### **Low Stress**

It's not a loan. It's lease ownership. There are no minimum-pay-

ment traps or compounding interest charges. Your plan is 12, 18 or 24 months, so you always know your payment amount and how many more payments until you own it. And, you can choose to pay out early and save anytime. Plus, if you need to, you can pause your lease or cancel for any reason without a penalty. You can even pick back up right where you left off when you are ready. If your product needs service while you are leasing, we take care of it for free - parts and labor – even a loaner, if needed. Making your payments is low stress, too. You can pay in store, online, or automatically with Aaron's EZ Pay.

#### **Reasons to Believe**

#### We approve people other stores won't.

On Aarons.com you can apply, get approved, shop top brands with hundreds of choices with free delivery and set up. And make your monthly payment. There's no need to go to a store, but they are there if you need them.

#### Full transparency.

On our price tags you'll find affordable lease payments and full disclosure of the total cost of ownership, with no hidden fees. Before you sign, you'll understand everything, and feel good about it.

#### Need more time to pay?

Let's talk about it. We are ready to work with you.

# Aaron's Logo

2A. Logo Usage

2B. Blades Usage

2C. Blades Do's and Don'ts

2D. Diagonals

2E. Visual Elements



# 2A. Primary Logo Usage

The Aaron's logo is available in two primary color formats: white on blue background and blue on white background. In both cases, the lock-up is fixed and cannot be altered in any way.

Easy. Beautiful.
Affordable. logo lock
up should be used as
one whole element.
E.B.A. should fall
underneath within
'Aaron's' margins.

Please refer to Chapter 4 for further information about color guidelines:

#### **Color usage:**

Pantone: 285C HEX: 0071CE

CMYK: 84%/54%/0%/0%

**RGB**: 0/113/206

This logo should be used for all stores.











#### **Logo Clear Space**

Using the "n" within the Aaron's logo will establish the X dimension



#### E.B.A Logo Sizing

A minimum size of 1.5" has been specified to ensure maximum legibility of the brand logo.

# 2A. Secondary Logo Usage

Secondary logo to be used on very small sizes, such as a shirt embroidery.











#### **Logo Clear Space**

Using the "n" within the Aaron's logo will establish the X dimension.



#### **Primary Logo Sizing**

A minimum size of 1" has been specified to ensure maximum legibility of the brand logo.

# 2A. Logo Usage: Do's & Don'ts

#### DO

The Aaron's logo and Lockup may be use over secondary colors as light blue, green or gray.



The logo can be used on a light blue backgound or blade.



The reversed logo can be used on a green background or blade.





The logo can be used in black or over gray background.

#### Don't

In order to preserve its status as a trademark and build a strong brand identity, the logo's artwork must not be altered or used incorrectly. These examples demonstrate many — but not all — incorrect uses of the logo.



**DO NOT** use the logo in any color other than the approved colors



**DO NOT** use the logo directly over any background



**DO NOT** Curve or rotate in any way

# 2A. Logo Usage: Do's & Don'ts

Don't Use any of the older Aaron's guidelines logos or elements. Including but not limited to: Swoosh, Own it, Outlined Logo, Furniture, electronics, appliances logo lock up, etc.

Please note that Marketing and Advertising will reflect these changes. However, stores, please note that you should not throw out old collateral and instead replace as needed.











#### 2A. Logo Usage: Internal Dept. Logos

When creating internal lockups, use the Aaron's logo with other information in Montserrat Extra Bold. Here are some examples.

Departments with more letters should be just centered between the "A" and the "S".

Departments with less letters should be justified right.













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# 2B. Blades Usage



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# 2B. Blades Usage

The blades must always overlay in the same position and transparency.

The logo/lock-up should be ALWAYS be placed on the bigger blade and 2.5X from the bottom.



The smallest blade should be 1X distance from the big blade.

The Aaron's Logo should always be 2.5X from the distance of the base.

**USAGE:** For any and all communication.

For Color and Transparency Usage go to next page.

Primary Blue over green

# 2B. Blades Usage: Color & Transparency

The blades must always overlay in the same position and transparency.

#### **Color Combination**

These are the 2 possible color combinations of the blades. Primary blue must be on top in every combination.

#### **Transparency**

Both colors should be on Blending mode Multiply 100% Opacity, in any of the allowed color combinations..

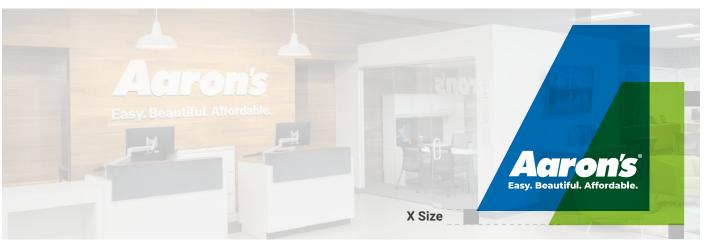
When the blade's colors need to stand out more you may add an extra layer with 20% opacity.



# 2B. Blades Usage: Clear Space

The blades borders must fall within the 'X' measurement. Meaning, all of its margins must respect the same measurement.





# 2B. Blades Usage: Clear Space

The border of the blades should be up to the center of the page.
The blades borders must fall within the 'X' measurement. Meaning, all of its margins must respect the same measurement.





# 2B. Blades Usage: Using text over the blades

Text within blades is OK to use, as long as it doesn't exceed 3 lines.



When logo is inside the blades, text should not exceed 2 lines.



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#### 2C. Blades Do's

In order to preserve its consistency and build a strong brand identity, the overlay blades must not be altered or used incorrectly.

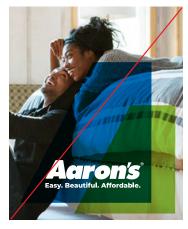
These examples demonstrate many — but not all — correct uses of the blades.



The blades should not interrupt the action of the image.



#### 2C. Blades Don'ts



Blades can **NOT** be more than half the size of a given image.



The green blade should not be on top of the blue.



Blades can **NOT** be reflected or mirrored.

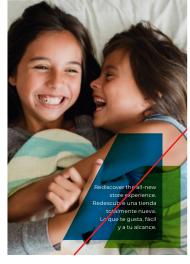


When using the scaled version of the blades, make sure to **NOT** over scale the smaller blade. The smaller one must be shown completely.

#### 2C. Blades Don'ts



**DO NOT** place the blades over faces.



**DO NOT** use more than 3 lines of text over the blades.



**DO NOT** place the blades over dark images.



**DO NOT** have any text over the 2nd blade.

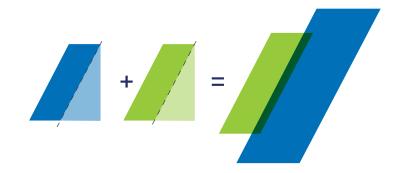


**DO NOT** change the size of the blades separately.

# 2D. Diagonals

The blades are allowed to be edited/cut diagonally and used as an accent shape.

When using diagonals, text should be always left aligned.











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# **2E. Visual Elements**



# 2E. Visual Elements: Icons

These are the 9 product icons to be used.
When used within 'blocks' these are the 3 color blocks allowed.





















# 2E. Visual Elements: Logo with Icons

#### DO

This version of the logo is intended for when we want to introduce the brand to someone that doesn't know about Aaron's.
When product is not visible, or when we have copy, space or color limitations. It's meant to be a more visual representation of what we sell.







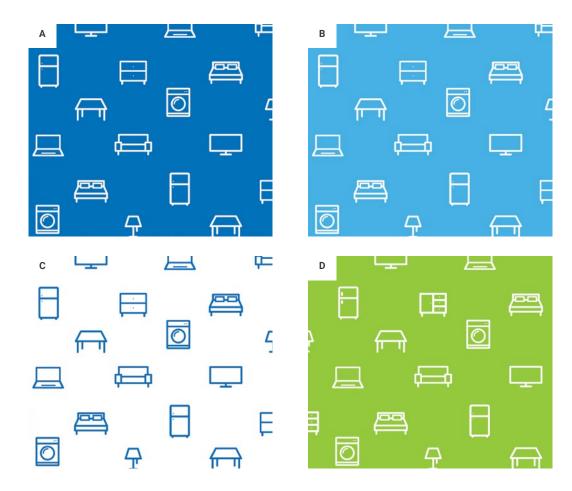




#### 2E. Visual Elements: Icons Pattern

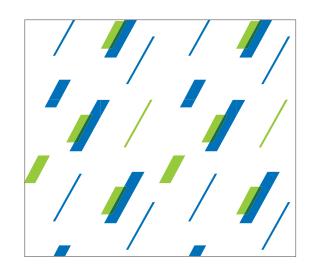
Meant as accent visual elements.

Could be used as an accent with any of the approved color backgrounds (primary blue, light blue, white and green)



# 2E. Visual Elements: Icons Pattern

This more 'festive' pattern, can be used as accent or wallpaper when dealing with stronger promotional pieces.

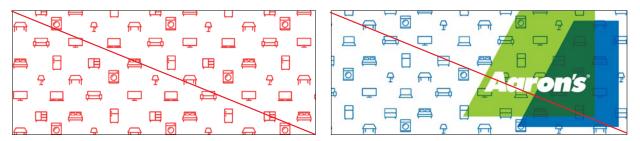




# 2E. Visual Elements: Icons Pattern Don'ts



**Don't** Icons can't be placed over photography.



Patterns should **NOT** be used in any other than the approved colors.

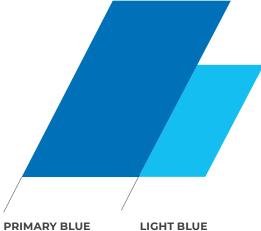
Patterns should **NOT** be placed on top of blades.



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# 3A. Color Usage: Primary Palette

These 3 colors form the foundation of the Aaron's color palette and should be used to support all materials with brand-specific messaging.



**Pantone:** 285C **HEX:** 0071CE

**CMYK:** 84%/54%/0%/0% **RGB:** 0/113/206

LIGHT BLUE
Pantone: 298C

**HEX:** 41B6E6

CMYK: 67%/2%/0%/0%

**RGB:** 65/182/230



GREEN
Pantone: 375C
Web: 97D700

**CMYK:** 46%/0%/90%/0%

**RGB:** 151/215/0

#### **ALT Color**



**Pantone:** 286C **HEX:** 0033A0

**CMYK:** 100%/91%/2%/1%

**RGB:** 0/51/160

# **3A. Color Usage: Secondary Palette**

The secondary palette includes solid colors to achieve optimal flexibility and generate appropriate interest value. Each color corresponds to one or more specific applications/use cases.

Accent colors should be used alongside primary blue color and light blue color.



**GRAY** Pantone: 9C **Web#:** 77787b **CMYK:** 0%/0%/0%/65% **RGB#:** 119/120/123



**YELLOW** Pantone: 109C Web#: fff22d CMYK: 0%/0%/100%/0%

**RGB#:** 255/242/45

Use **yellow** is for "Limited Specials" in-store.



**ORANGE** Pantone: 151C **Web#:** eb8316

**CMYK:** 46%/0%/100%/0%

RGB#: 235/131/22



RED

Pantone: 485C Web#: c22a22

CMYK: 6%/98%/100%/0%

**RGB#:** 194/42/34

In store application use **red** for

clearance messages.

# 3A. Color Usage: Examples











# 4A. Typography

We have selected

Montserrat to be the
Aaron's font family
available for
creating different tones
depending on the
message. It has a sense
of modernity,
as well as a wonderful
balance of trust and
friendliness.
Light and regular

Light and regular fonts for content or heavy weight copy. Bold or Extra Bold fonts for titles, subtitles, promotions or to highlight a message.

# Montserrat (For Letters and Symbols Only)

Uppercase

# ABCDEFGHIJKLMNOPQRSTUVWXYZ ~!#\$%^&\*()\_+|}{":><?

Lowercase

# abcdefghijklmnopqrstuvwxyz ~!#\$%^&\*()\_+|}{":><?

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular -

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Bold** 

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

**Extra Bold** 

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

# **4A. Typography: Numbers**

For numbers please use **Open Sans.** 

Light and regular fonts for content or heavy weight copy. Bold or Extra Bold fonts for titles, subtitles, promotions or to highlight a message.

# **Open Sans** (For Numbers Only)

Light -

1234567890

Regular -

1234567890

Bold —

1234567890

# 4A. Typography: Visual example





#### 5A. Imagery: Do's

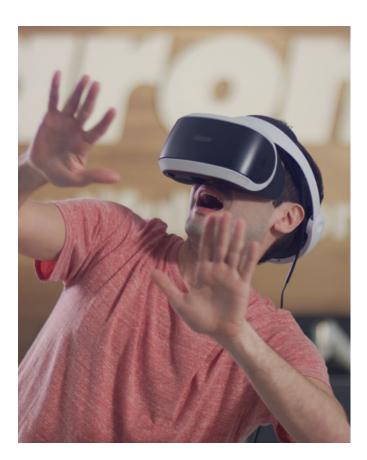
We recommend using photography to bring the Aaron's brand to life:

**1. Lifestyle photography** that gives an aspirational look and feel to our brand.

Our general rule is to project natural situations that aren't posed/subjects looking directly into the camera.

**2. Product photography** that highlights the quality and design of our products

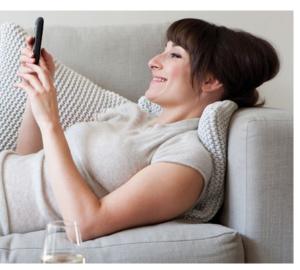
Subjects should look relaxed, in-the-moment, and not posed. Models should represent diverse ethnic backgrounds.



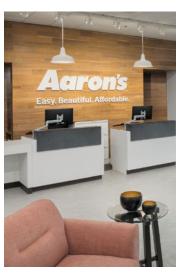


If you need an image that is is posed, it should be intentional that posing is part of the message.

## 5A. Imagery: Do's



\*Only OK to show cell phones if it's regarding online shopping.



If subject is looking into the lens, make sure there is a specific emotional reason.



Subjects should look relaxed, in-the-moment, and not posed.



Images with good lighting.



Images with people interacting with Aaron's products.



Images that have Aaron's products front and center.

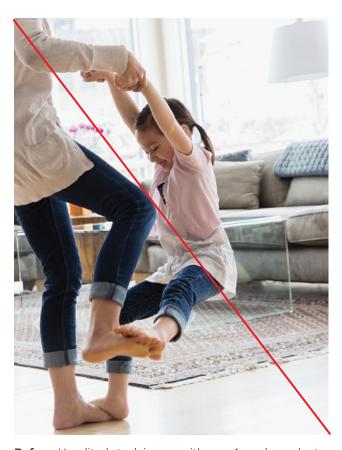


#### 5A. Imagery: Do's

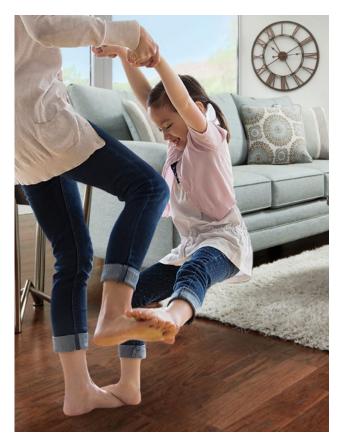
# Important message regarding stock images featuring non-Aaron's products:

If there is a recognizable non-Aaron's product in a stock photo, it must be edited to incorporate an Aaron's product or it can not be used.

When editing the image, background and models should be in the same angle/perspective and light as the product in order to make it seem "real".



**Before:** Unedited stock image with non-Aaron's products.



After: Edited stock image with Aaron's product.

#### **5A. Imagery: Don'ts**

In order to maintain a high degree of consistency in photography, it is important that the art and details always conform to the guidelines outlined below. This page demonstrates many — but not all — incorrect compositions of photography.



People should **NOT** be looking directly to camera or seem posed.



**DO NOT** use poorly lit images.



**DO NOT** use an image where non-Aaron's products are recognizable.



**DO NOT** use images that feel too luxurious and far from our target's reach.

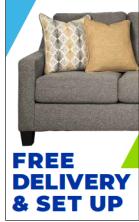


#### 6A. Examples

The purpose of these examples is to show how the designer could combine the elements from the brand guidelines and still have a clean visual.











## 6A. Examples

The purpose of these examples is to show how the designer could combine the elements from the brand guidelines and still have a clean visual.



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#### **Protection of Aaron's Intellectual Property**

This section of the brand guidelines explains how to use, manage and protect the value of Aaron's intellectual property. Trademarks are critical elements of our marketing, and since improper use can impact their value as advertising tools, everyone should become familiar with the rules governing their proper use. It is important that you and your agencies understand and follow appropriate guidelines when utilizing trademarks in order to ensure that our rights will be protected to the fullest extent possible.

The guidelines below represent only some of the legal and policy requirements relating to the Aaron's trademarks. Please do not view these guidelines as a substitute for proper legal approval of advertising, sales and promotional materials.

#### **General Rules:**

- 1. When using a trademark add emphasis through the use of italics, special font, bold typeface, all caps, quotation marks, distinctive logo, or similar differentiating cues, so that the mark is distinguished from the surrounding text and the proprietary nature of the mark is made clear.
- 2. In most cases, at a minimum, a trademark should be printed with an initial capital letter.
- 3. The trademark should appear with the designation ® or TM, as directed by Company Legal counsel. The circle ® registration mark indicates that the mark has achieved registered status, while a TM designation is used to indicate that a trademark is not registered (or not yet registered) but trademark rights are still claimed in the mark.

The placement and color of the ® or TM designation with the trademark is part of the logo lock-up and should not be repositioned or changed without approval of legal counsel.

- 4. In advertising and promotional materials, a legal line may be used to indicate the Company's claim of ownership of the trademarks that appear in the material. For example, "Aaron's" is a registered trademark of Aaron Investment Company. Company legal counsel will advise when a trademark line should be included.
- 5. The trademark "Aaron's" should always include an apostrophe.
- 6. Trademarks, other than "Aaron's", should not be used in the possessive form
- 7. Do not vary the spelling of a trademark in any way or incorporate the trademark into another word.
- 8. Promotional materials and advertising should include an appropriate copyright notice (example below). The notice should be placed at the bottom of at least one page of the materials. On advertising in a format other than print, the copyright notice should be placed within the media or in the lead for the media.
- © 201\_ Aaron's, Inc. All rights reserved. (Complete date with year of publication of materials.)

When new concepts, products, services, or promotional ideas are developed that include a name, designation, or tagline that will be used as a trademark, a trademark search of the mark is required before use. All requests for trademark searches must be submitted to Aaron's Marketing Counsel. All requests for trademark searches must be submitted at least 20 business days before final materials deadline.

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For all brand related questions, please contact our brand team:

creative@aarons.com

Wasn't that Easy and Beautiful?

Aaron's®