

Aaron's®

Brand Identity Guidelines



2015

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SECTION 1

BRAND

INTRODUCTION

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> BRAND STRATEGY & POSITIONING

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About These Guidelines

What is the Aaron's Brand?

The Aaron's brand is the most valuable asset we own. As such, it deserves the kind of respect, attention and protection you'd give any vital part of our business.

But brands are intangible. Unlike a manufacturing site or product inventory, you can't keep a brand safe by locking it up. Instead, we protect our brand by creating rules and definitions that restrict how, when and where it may be represented. Protecting and building the Aaron's brand is a shared, ongoing process that demands a common vision, discipline and consistency.

About These Guidelines

The Purpose of These Guidelines

Our Brand Identity Guidelines have been developed as a tool to ensure the correct and consistent application of the Aaron's brand across all channels: advertising, online, retail signage and more.

These guidelines are a central part of our ongoing commitment to:

1. Maintaining authenticity and building brand equity
2. Leveraging the brand system across channels
3. Providing greater consistency and quality
4. Facilitating the creation of new brand elements

Many can benefit from reading and following these guidelines, including:

- New Aaron's employees
- Sales associates and marketing personnel
- Consumer relations representatives
- Outside agencies and firms hired by Aaron's for collaborative projects

Before using our Brand Identity Guidelines, it's important to understand how they fit into and affect all brand touch points. The following pages will provide an understanding of how best to achieve consistent use across brand channels.

Brand Strategy & Positioning

Brand Promise

We help you Own it.

Brand Positioning

Get access to the life you deserve at Aaron's.

Brand Story

It's not always easy to turn your house into the comfortable home you want and deserve. Aaron's is here to help! We're here to give you access to the best products you want for your home. Whether it's furniture, electronics or appliances, Aaron's offers quality name brands and products that you can take home today, with the goal of owning tomorrow. We think the most important difference between Aaron's and other stores is that Aaron's believes the goal isn't for you to just rent it, the goal is to own it. At Aaron's, it's designed to be easy to own whatever you need for your home and family - without needing credit. Our goal is simple. We want every Aaron's customer to become a customer for life. We strive to treat every customer like family. We listen, we care and we are ready to work with you every step of the way. We are here to help you Own it.

Brand Personality

Aaron's is trustworthy, helpful, respectful, caring, optimistic, relatable, empathetic, flexible and approachable, yet it's also a fun brand that doesn't take itself too seriously.

SECTION 2

THE AARON'S

LOGO

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The Logo



The Aaron's logo is the brand's key asset. Its evolution maintains continuity with the brand's longstanding equity, and the contemporary typeface allows for a fresh and modern aesthetic while retaining an approachable softness. Overall it is representative of the quality, trust, and care provided by Aaron's.

The Aaron's logo is a registered trademark and cannot be altered in any way. It is available in both a primary and a reversed color format. In both cases, the logo is fixed and cannot be altered in any way.



Primary Logo



Reversed Logo

* The blue gradient above is meant to be an example of a background, not a holding shape.

The F.E.A. Logo Lockup



The Aaron's F.E.A. logo lockup is our preferred retail logo, since it best spells out what Aaron's offers. Use it in layouts, when possible. If the "Furniture • Electronics • Appliances" tagline is too small or not readable, revert to the use of our Aaron's only logo. In which case, be sure

to feature the F.E.A. tagline predominantly on the piece, not locked up to the Aaron's logo. The Aaron's F.E.A. logo lockup is available in both a primary and a reversed color format. In both cases, the lockup is fixed and cannot be altered in any way.



Primary F.E.A. Logo Lockup

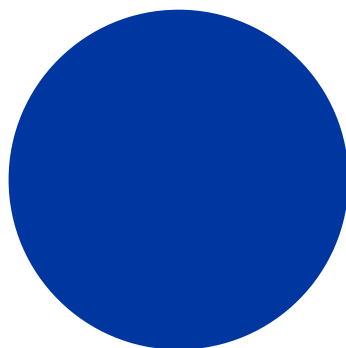


Reversed F.E.A. Logo Lockup

* The blue gradient above is meant to be an example of a background, not a holding shape.

Logo Colors

Whenever possible, please use Pantone® PLUS spot colors. If spot colors are not available due to application or other production considerations please follow the CMYK and RGB breakdowns provided below to ensure correct color reproduction.



Pantone® PLUS 286C

C: 100%	R: 0
M: 84%	G: 54
Y: 11%	B: 157
K: 3%	HEX #: 00369d

The Aaron's logo is displayed in a bold, italicized, blue font with a white outline. The word 'Aaron's' is followed by a registered trademark symbol (®).

Logo & Lockup Sizing & Clear Space

It is important that enough space always be maintained around the Aaron's logo and F.E.A. lockup to clearly convey the identity without interference and ensure maximum clarity of the logo. The pink dotted line below indicates the minimum area that should always be maintained around the logo and F.E.A. lockup, and is determined by the "n" in the Aaron's logo. No other objects, graphics, or typography should violate this space, and the edge of paper should always stay outside this perimeter.

Clear Space



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

Minimum Size

0.625"
Wide



A minimum size of 0.625" has been specified to ensure maximum legibility of the brand logo.

*If the outlines on the logo begin to break-up or plug, please enlarge to ensure the integrity of the Aaron's logo.

Clear Space



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

Minimum Size

1.25" Wide



A minimum size of 1.25" has been specified to ensure maximum legibility of the F.E.A. lockup.

*If the F.E.A. tagline becomes unreadable use the Aaron's logo.

Logo Usage

In order to preserve the logo's status as a trademark and build a strong brand identity, it is important that correct usage always be maintained.



The logo can be used on a white background.



The reversed logo can be used on a blue background. * The blue above is meant to be an example of a background, not a holding shape.



The reversed logo can be used on a gradient background.



The reversed logo can be used on the Aaron's patterned background (see p. 30 for more information on this background).

Logo Don'ts

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 - Curve or rotate in any way



Do Not - Use the logo in any color other than the approved colors



Do Not - Warp or scale the logo in any way other than its original proportions



Do Not - Use any part of the logo in any color other than the approved colors



Do Not - Use with lucky dog



Do Not - Add an outline to the logo

*If you have an inspired idea that breaks any of the above rules, please provide your idea to the Brand Team listed in the contacts section of this document.

“Own it.” Logo

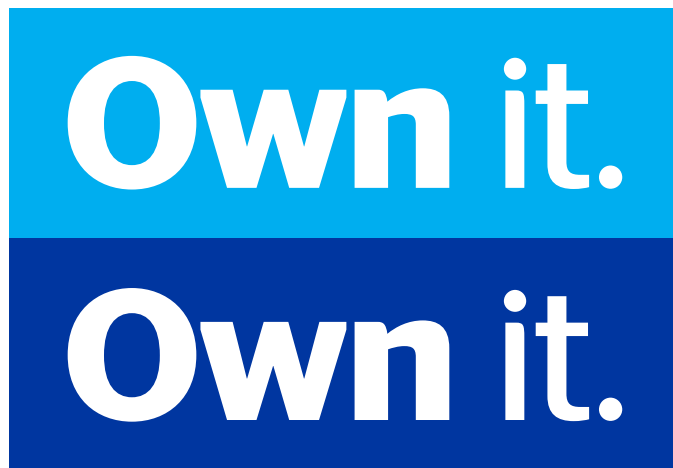
Own it. should be treated exactly as presented here. “Own” features a heavier weight type and an initial capital letter, while “it” always appears in lower case letters followed by a period.

Own it. can appear in Aaron's blue or light blue, in positive or reverse as shown. (see p. 19 for information on Aaron's colors). Own it. must never use an exclamation mark, and it should not appear in colors other than those shown here.

Care should be taken not to crowd the Own it. logo with other Aaron's branding elements.

Own it.

Own it.



* The blue above is meant to be an example of a background, not a holding shape.

“Own it.” Logo Usage

The “Own it.” logo should not be locked up or married to the Aaron's logo. It should be treated as a separate logo treatment. These examples demonstrate the correct uses of the “Own it.” logo.

Header Usage



Footer Usage



Email Signature

David Wolff | Director of Creative and Media

Own it.

309 East Paces Ferry Road, NE
Atlanta, GA 30305
Direct: 678-402-3951
Cell: 404-660-0801

www.aarons.com

www.shophomesmart.com



“Own it.” Logo Don'ts

In order to build equity for “Own it.”, the logo's artwork must not be altered or used incorrectly. These examples demonstrate many – but not all – incorrect uses of the logo.



The text “Own it!” is shown in a blue, sans-serif font. A red diagonal line is drawn across the text from the bottom left to the top right, indicating it is incorrect.

Do Not - Use exclamation mark instead of period



The text “OWN IT.” is shown in a blue, sans-serif font, all in uppercase. A red diagonal line is drawn across the text from the bottom left to the top right, indicating it is incorrect.

Do Not - Use the logo in all caps



The text “Own It.” is shown in a blue, sans-serif font. The letter “i” is capitalized as “It”. A red diagonal line is drawn across the text from the bottom left to the top right, indicating it is incorrect.

Do Not - Capitalize the “i” in Own it.



The text “Own it.” is shown in a blue, sans-serif font with a double outline effect. A red diagonal line is drawn across the text from the bottom left to the top right, indicating it is incorrect.

Do Not - Add key lines to the logo



The text “Own it.” is shown in a blue, sans-serif font. The characters are slightly bolder than the standard logo. A red diagonal line is drawn across the text from the bottom left to the top right, indicating it is incorrect.

Do Not - Alter the weights of the characters



The text “Own it.” is shown in white, sans-serif font on a solid blue rectangular background. A red diagonal line is drawn across the text from the bottom left to the top right, indicating it is incorrect.

Do Not - Use the logo in any color other than the approved colors, regardless of the background

SECTION 3

DESIGN & PHOTOGRAPHY LANGUAGE

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Overview

The Aaron's packaging, retail, and online communications are its most valuable real estate and primary touchpoint with consumers.

The new design and photography have been based on a framework that aims to:

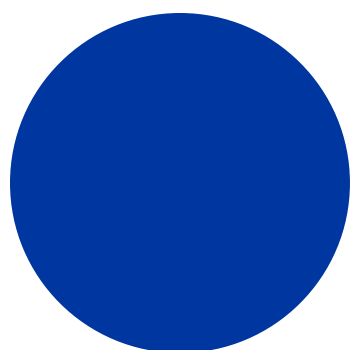
- More clearly articulate the Aaron's business.
- Inject personality and voice via design and messaging.

These guidelines will cover the elements that are common to all forms of printed and online materials for Aaron's.

Brand Colors

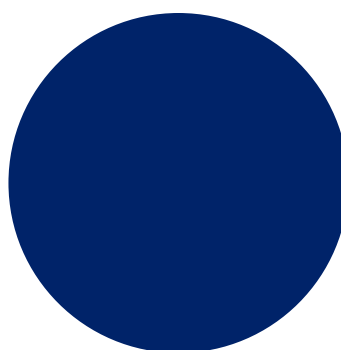
The primary Aaron's brand colors are Aaron's blue (Pantone® PLUS 286C), Aaron's dark blue (Pantone® PLUS 280C), Aaron's Cyan (100% Process Cyan) and Aaron's Gray (Pantone® PLUS Cool Gray 4C).

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



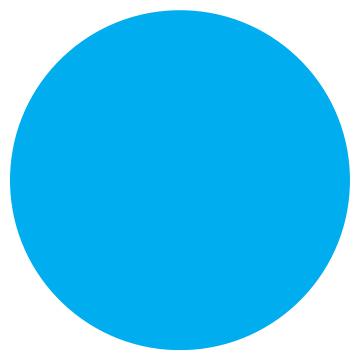
C: 100%
M: 84%
Y: 11%
K: 3%
R: 0
G: 54
B: 157
#00369d

Aaron's Blue
Pantone® PLUS 286C



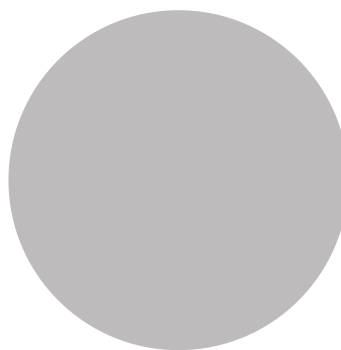
C: 100%
M: 93%
Y: 28%
K: 23%
R: 20
G: 38
B: 103
#142667

Dark Blue
Pantone® PLUS 280C



C: 100%
M: 0%
Y: 0%
K: 0%
R: 0
G: 172
B: 236
#00acec

100% Process CYAN

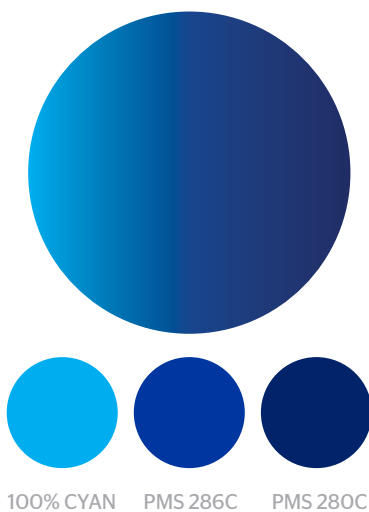


C: 27%
M: 21%
Y: 22%
K: 0%
R: 186
G: 186
B: 186
#bababa

Pantone® PLUS Cool Gray 4C

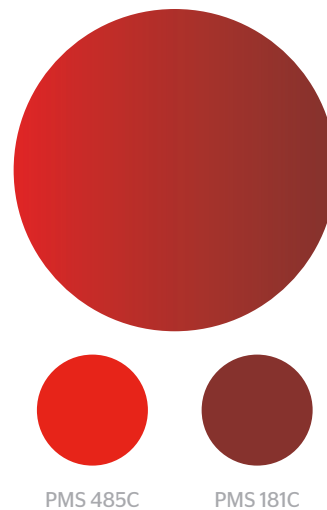
Secondary Colors

The Aaron's secondary color palette has been carefully selected to provide complementary colors for use in a range of scenarios. The secondary palette includes both solid colors and gradients to achieve optimal flexibility and generate appropriate interest value, and each color corresponds to one or more specific applications/use cases.



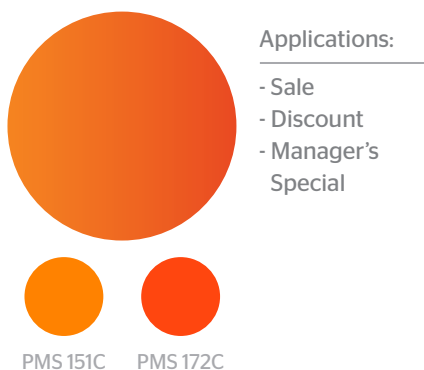
Applications:

- Brand Messages
- Service Messages
- Payment/
Credit Messages
- Pricing



Applications:

- Clearance Messages



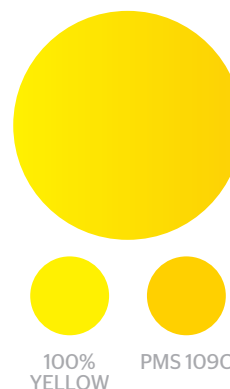
Applications:

- Sale
- Discount
- Manager's
Special



Applications:

- Previously
Leased



Applications:

- Special Messaging
- Type Treatments
- Illustrations
- Event Lockups
- Special instances
where the other
colors are not
applicable

*Colors for holiday and traditional seasonal themes not represented above are accepted. Please propose your design ideas to the Brand Team listed in the Contacts Section of this document.

Color Breakdown

The following color breakdowns are provided for circumstances where Pantone® PLUS colors are not feasible to use. To ensure the best color matching all color breakdowns should be used as specified.

Aaron's Blue Pantone® PLUS 286C

C: 100%	R: 0
M: 84%	G: 54
Y: 11%	B: 157
K: 3%	HEX #: 00369d

Dark Blue Pantone® PLUS 280C

C: 100%	R: 20
M: 93%	G: 38
Y: 28%	B: 103
K: 23%	HEX #: 142667

Process Cyan

C: 100%	R: 0
M: 0	G: 172
Y: 0	B: 236
K: 0	HEX #: 00acec

Bright Red Pantone® PLUS 485C

C: 6%	R: 194
M: 98%	G: 42
Y: 100%	B: 34
K: 1%	HEX #: c22a22

Orange Pantone® PLUS 151C

C: 0%	R: 235
M: 59%	G: 131
Y: 100%	B: 22
K: 0%	HEX #: eb8316

Lime Green Pantone® PLUS 368C

C: 59%	R: 142
M: 1%	G: 187
Y: 100%	B: 56
K: 0%	HEX #: 8ebb38

Process Yellow

C: 0%	R: 255
M: 0%	G: 242
Y: 100%	B: 45
K: 0%	HEX #: fff22d

*The darker colors indicated here are only intended to be used in gradients, as accent shades to the colors above.

Dark Red Pantone® PLUS 181C

C: 31%	R: 115
M: 86%	G: 55
Y: 80%	B: 50
K: 33%	HEX #: 733732

Burnt Orange Pantone® PLUS 172C

C: 0%	R: 223
M: 86%	G: 73
Y: 99%	B: 30
K: 3%	HEX #: df491e

Forrest Green Pantone® PLUS 356C

C: 96%	R: 54
M: 26%	G: 120
Y: 100%	B: 60
K: 15%	HEX #: 36783c

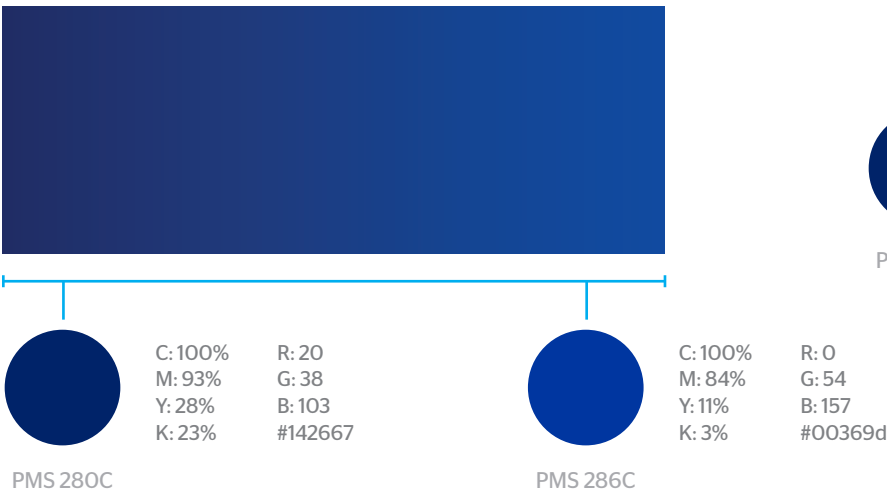
Golden Yellow Pantone® PLUS 109C

C: 1%	R: 245
M: 16%	G: 208
Y: 100%	B: 0
K: 0%	HEX #: f5d000

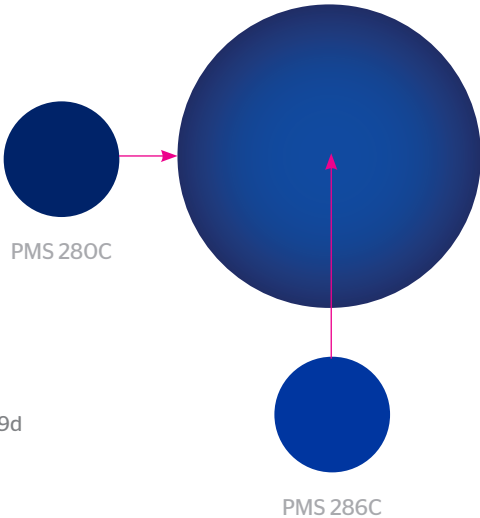
Gradients

The following color gradients are used as background elements often used in Aaron’s layout designs. Use the color breaks listed below for best color matching.

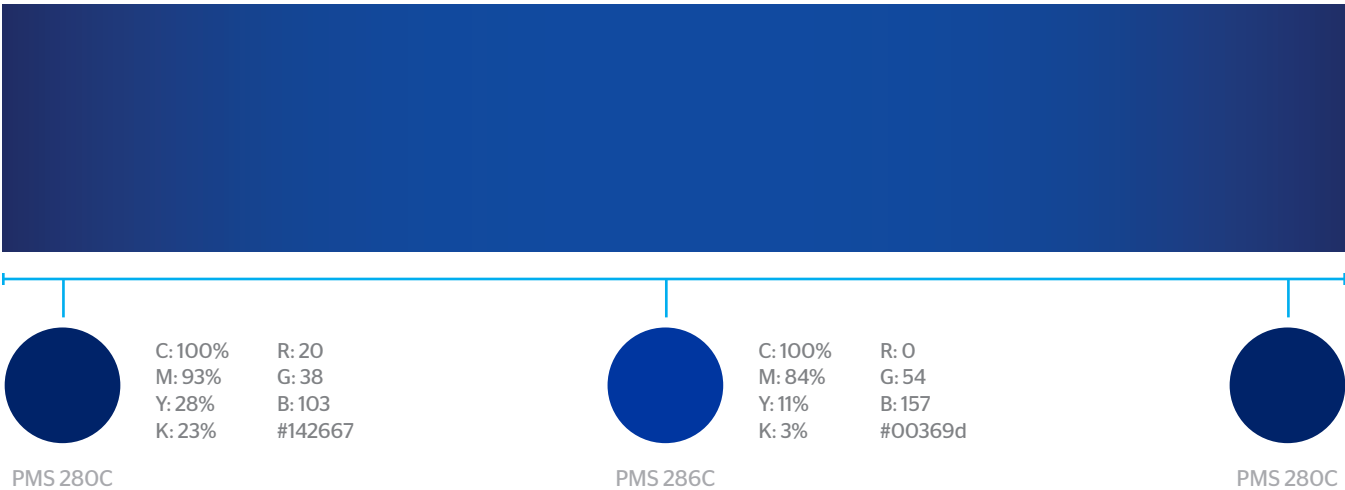
Linear Gradient



Radial Gradient



Mid-linear Gradient



Do Not - Use diagonal or diamond gradients.

Typography Usage

We have selected **Stag Sans** to be the Aaron's font. It has a sense of modernity, as well as a wonderful balance of trust and friendliness.

Stag Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Stag Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Stag Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Stag Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aaron's cannot provide the Stag Sans font. It can be purchased and downloaded online at:

<https://commercialtype.com/typefaces/stag/sans>

The Aaron's Arc

The Aaron's Arc has been developed using the new Aaron's identity to create a flexible and ownable separator system. The Aaron's Arc itself should be 100% Cyan in color and consist of a thick to thin curved line. Here are a few examples of how the Aaron's Arc should look.

Header Arc



Footer Arc



Aaron's Arc Usage

It is important that use of the Aaron's Arc is consistent and considered. The device is used to enhance communications and provide a dynamic graphic device that allows the brand to be seen in a clear and impactful way.



The Aaron's Arc can be used aligned to the top of the page. It is important to ensure that approved crops of the Aaron's Arc are used. When used on a lighter background it provides a very impactful framing device.



The Aaron's Arc can be used aligned to the bottom of the page. It is important to ensure that approved crops of the Aaron's Arc are used. When used on a lighter background it provides a very impactful framing device.



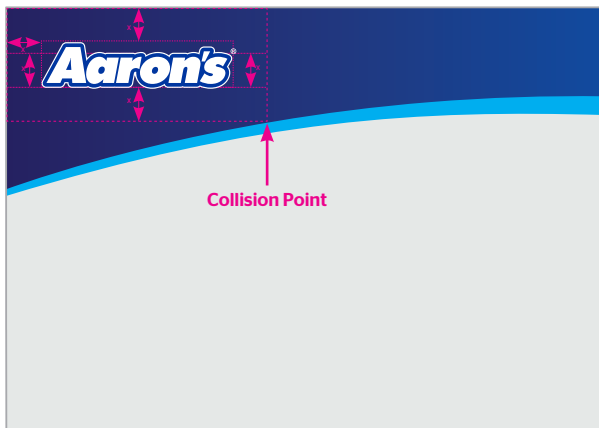
The Aaron's Arc can be used aligned to the top of the page. It is important to ensure that approved crops of the Aaron's Arc are used. When used on a darker background it provides a clear separation device.



The Aaron's Arc can be used aligned to the bottom of the page. It is important to ensure that approved crops of the Aaron's Arc are used. When used on a darker or a patterned background it provides a clear separation device.

Logo & Lockup Usage with Aaron's Arc

When using the Aaron's logo within the Aaron's Arc, it's important to ensure that the logo is given enough clear space to ensure the logo has the best visibility possible. Please refer to the Aaron's logo clear space rules (see p. 11) and apply within the Aaron's Arc.



The Aaron's logo is best positioned in the larger area of the Aaron's arc when used in a tighter space. The Aaron's logo clear space rules still apply when used in the Aaron's arc. Use the clear space box until it collides with any part of the Aaron's Arc as a guide.

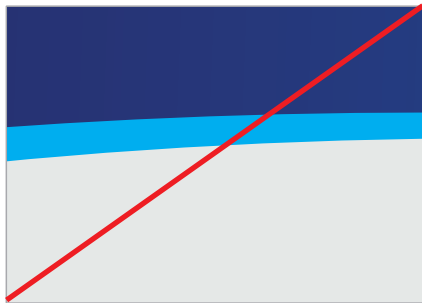


When required, the Aaron's Arc can be used to contain a flood of color allowing the Aaron's logo to be used in a much more impactful way. Again clear space rules are to be followed to ensure maximum visibility.

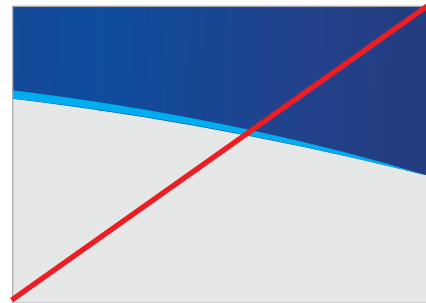


Aaron's Arc Don'ts

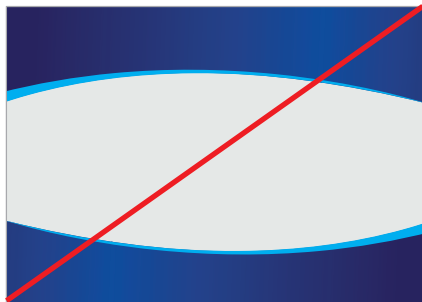
In order to build a strong brand identity, the Aaron's Arc must not be altered or used incorrectly. These examples demonstrate many – but not all – incorrect uses of the Aaron's Arc.



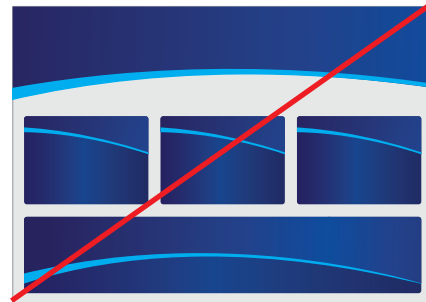
Do Not - Crop the arc so tightly that it loses its curved shape and/or doesn't show tapering thickness



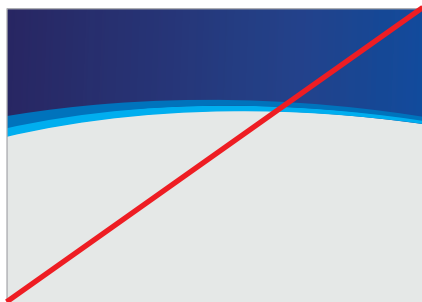
Do Not - Alter the thickness of the cyan line to become too thin



Do Not - Use two Aaron's Arcs on one design



Do Not - Show the arc in too many shapes all in one design



Do Not - Add an extra line to the arc

Vendor Partner Logos

Aaron’s has many partnerships with name brand products. In order to express our appreciation towards each partner, we feature their logo along side of each of our vendor partners, showing equal value to each of them.

Example of all logos on a single line.



Black



Reversed *The blue background above is meant to be an example, not a holding shape.



PMS 286C

Example of all logos on a two lines.



Black

We update our Vendor Partners logos regularly. Please check with our contacts listed in the back of this book to assure that you are using the most current lineup. If your logo file is more than 90 days old, please check to see if a newer one is available.

*Vendor partner logos should all be in the same color when appearing together as one group.

Icon Usage

We have developed an icon system that highlights the Aaron’s key product areas: furniture, electronics and appliances. These icons have the flexibility to be used across a variety of applications, and should not be modified or distorted in any way.

Icon Set 1 - Contained Icons



Icon Set 2 - Free Standing Icons



Icon Set 3 - Web Icons



Icon Pattern

In addition to being used individually, the icons can also be made into a pattern, and incorporating a gradient adds richness and depth to the design. This icon pattern is used as a backdrop to communicate the Aaron's product offerings and range to customers.



Icon Don'ts

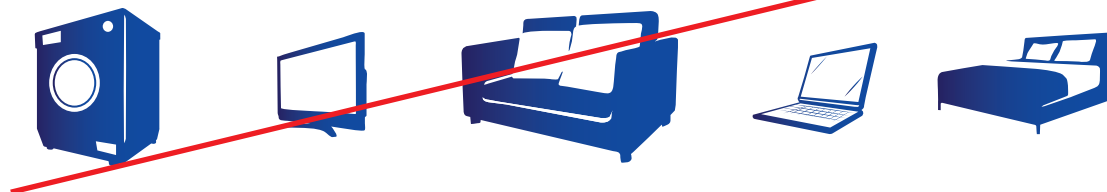
It is important that the Aaron's icons be used in a consistent and considered way. The below examples demonstrate many – but not all – incorrect uses of the icons.



Do Not - Use non-approved colors to contain the Aaron's Icons



Do Not - Contain the icons in any shapes other than the approved holding shape (see p. 26)



Do Not - Use a mix of sizes when using multiples of the icons

Creative Mandatories

Aaron's has some must-haves to be present in every advertised piece. The following items of creative “mandatories” are required to be present at least once on every piece:

- Aaron's logo and/or Aaron's F.E.A. lockup
- “Furniture • Electronics • Appliances”
 - Listed in this order, whether spoken word or in print
 - Predominantly in text, if not using the Aaron's F.E.A. lockup
- “We Help You Own it.” in text (as well as the “Own it.” logo)
 - Use initial caps on each word
- “No Credit Needed” in text
 - Use initial caps on each word
 - No punctuation
- The “Own it.” logo
- “Aarons.com” in text
- The Aaron's Arc graphic
- Vendor Partners logos

*If the printed piece is 2-sided the above creative mandatories do not have to be repeated on both sides, but must appear at least once on either side.

Example

The advertisement is a full-page layout for Aaron's 60th Anniversary Sale. At the top left, a large blue banner reads "60TH ANNIVERSARY SALE". To the right, a smaller banner says "HURRY! OFFERS EXPIRE 3/31/15". The Aaron's logo and "Own it." tagline are in the top right corner. The main visual is a bedroom set with a bed, dresser, and mirror. A large blue circle in the center contains the text "ENJOY SPECIAL ANNIVERSARY LEASE RATES OF \$60 PER MONTH ON SELECT MERCHANDISE (Plus tax and 10% for ASP)". Below this, there are three product-specific offers: a Magnavox 55" 1080p LED LCD Smart TV, a Philips 55" 1080p LED LCD Smart TV, and an Amana Large Capacity Washer & Dryer. Each offer includes a "WAS" price, a "NOW" price, and a "SAVE" amount. At the bottom, a banner reads "We Help You Own It • No Credit Needed • Aarons.com". The bottom of the ad features a row of vendor partner logos: Philips, HP, LG, Frigidaire, Samsung, and Magnavox. Fine print at the very bottom provides details about the lease program, including the total cost of ownership and the cost of lease services.

Photography Usage

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

1. Lifestyle photography that gives an aspirational look and feel to our brand
2. Product photography that highlights the quality and design of our products



Photography Usage

Aaron's lifestyle photography should present a snapshot of everyday life - a peek inside the home that captures a moment in time. The photography should be aspirational, real, and comfortable. Subjects should look relaxed, in-the-moment, and not posed. Models should represent diverse ethnic backgrounds.

Lifestyle Photography



Photography 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.



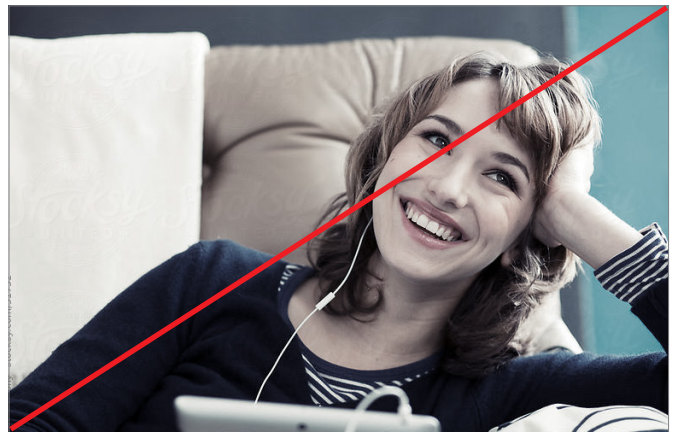
Do Not - Use 'cut out' images of people superimposed on a flat color or over a graphic



Do Not - Use images that predominately use partner's brands colors



Do Not - Use images with strange croppings that feel lifeless and do not communicate a strong narrative



Do Not - Use desaturated or over-saturated images

SECTION 4

SAMPLE

APPLICATIONS

> APPLICATIONS ACROSS ALL FORMS OF MEDIA

Delivery Truck

Business Cards

In-store Signage

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Delivery Truck

In all communication touch-points, our goal is to convey the Aaron's offerings clearly and in a way that gives consumers a positive perception of our brand. Given that our delivery truck is a moving piece of advertising, it is especially critical that the design be uncluttered and clear.



Business Cards

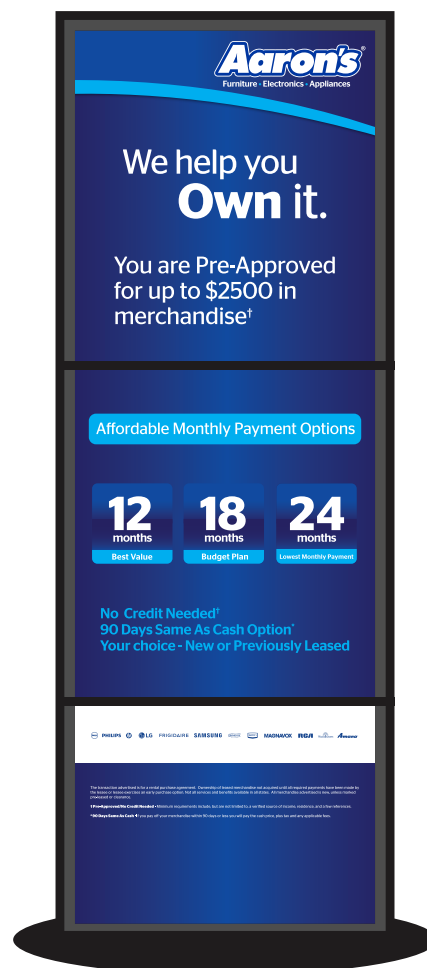
The Aaron's business cards incorporate the new design elements in a way that clearly conveys the product offering while also making a great first impression.



In-store Signage

Reassurance about the purchase process is important to consumers visiting the store. In-store signage that clearly communicates payment options are enhanced by the approachability of the new Aaron's design system.

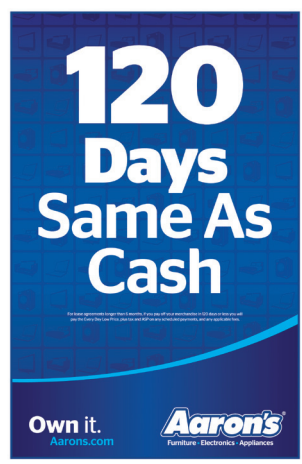
Storyboard



In-store Signage

Enticing the customer to enter the store is an important element of the retail journey, and communication should be approachable, inviting and easy to understand.

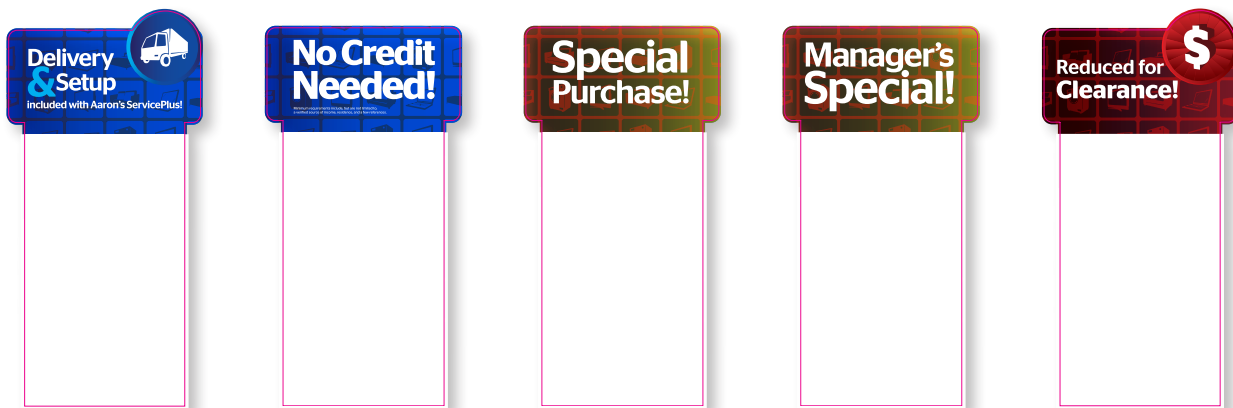
Window Clings



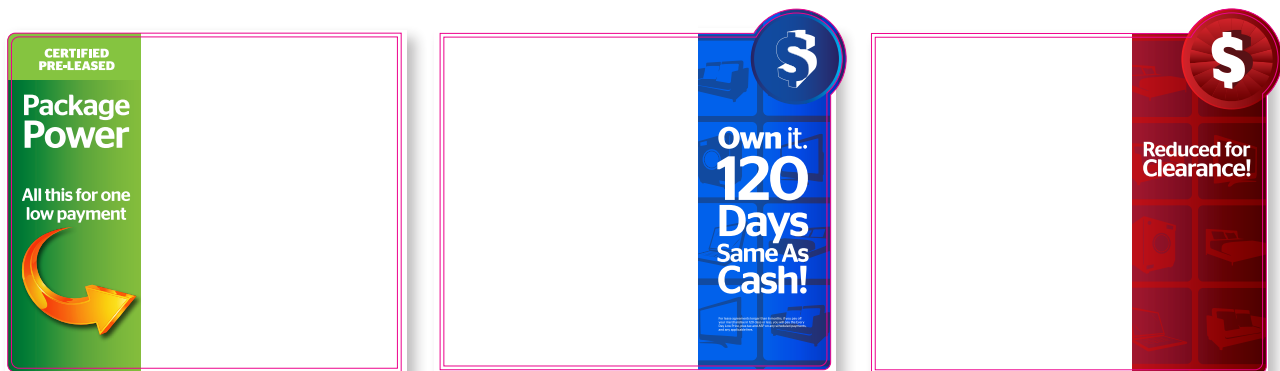
In-store Signage

Capturing customers' attention in-store requires bold designs. The secondary color palette is used here in combination with the icon pattern to create a dynamic communication tool that encourages consumer engagement.

Tag Toppers



Violators



In-store Signage

Use of Lifestyle photography on our POS communications creates an aspirational dynamic tool that draws attention and encourages consumer engagement.

Table Toppers



SECTION 5

LUCKY DOG

> LUCKY DOG MASCOT

About Lucky Dog

The Lucky Dog Image

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The “Lucky Dog” meaning:

The “lucky dog” or “free pass” rule is a term used in motor racing, allowing the closest lapped driver to the front of the field to “get a lap back” when a caution is called. The driver is called to move to the end of the longest line of cars at the end of that caution period. This rule was instituted to prevent drivers from racing back to the start/finish line when a caution was called. It’s the “mulligan” of racing!

The “lucky dog” rule is much like Aaron’s montra, in which Aaron’s is here to help you Own the life you deserve, regardless of your credit worthiness.

Who is Lucky Dog?

Aaron’s “Lucky Dog” mascot was developed in 2005, and has become a household name that both young and old adore! Lucky Dog is a fun, friendly lovable ambassador of Aaron’s. He frequently makes guest appearances at store Grand Openings, sporting, family and community events.

The Lucky Dog Image

As our national mascot, Lucky Dog engages with our customers and fans at Aaron's family, sporting and community events. Lucky's picture or cartoon imagery may be used in advertising materials to help promote these types of events. Below are some examples of Lucky Dog's images. Aaron's brand team can provide approved artwork or photographs upon request. If there is a desire to customize Lucky's image, please consult with one of our brand team members listed in the Contacts section of the guidelines.



Lucky Dog
Cartoon



Lucky Dog
3D Illustration



Lucky Dog
Photographic Image

SECTION 6

CONTACTS

> **BRAND TEAM**
Contact Information

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Contact Information

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

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Aaron's[®]