



BUY 1  
GET 1  
FREE



# Brand Guidelines

SAVE \$3.20  
\$3<sup>20</sup>  
per  
bag



# Mnemonic

The T.G.I.T. mnemonic gives FairPrice's weekly promotions a distinct and recognisable identity. It incites excitement for Thursdays, when our weekly promotions are refreshed.

The mnemonic is to be used in all weekly promotions communications, online and offline. Examples include press ads and FairPrice's website.



**FairPrice Blue**

C100 M58 Y0 K21  
R0 G86 B150  
Pantone 294 C  
HEX #005596



**FairPrice Red**

C0 M 95 Y100 K0  
R238 G46 B36  
Pantone 485 C  
HEX #EE2E24

# Clear space & minimum size

## Maintain safe space

For legibility, a space equating to the height of the mnemonic's trolley icon should be maintained around the logo.

Do not intersect or overlap the mnemonic with other elements such as text or graphics.

## Don't make mnemonic too small

Ensure that the sizing of the mnemonic doesn't fall below the minimum standards stated.



Minimum print size: 15mm (h)



Minimum digital size: 60px (h)



# Colour Variations

Always prioritise using the full-coloured 4C T.G.I.T. mnemonic whenever possible.

Only use the black and white mnemonic when there are print production limitations.



# Multilingual Application

For communications in other languages, please use the following copy and treatment.

Chinese



Malay



Tamil



# Incorrect Usage

To ensure that the mnemonic is used in a consistent manner across all communications, avoid the examples on the right.



Do not remove the outline and shadow from the mnemonic.



Do not alter the size relationship between the wordmark and icon.



Do not change the colour of the logo other than those specified under the spot colour versions.



Do not stretch, rotate or straighten the logo.



Do not create an outline version of the mnemonic.



Do not alter the shadow effect of the mnemonic.



Do not remove the icon from the mnemonic. The wordmark and the icon make up the entire mnemonic.



Do not use the mnemonic as a mask.



Do not add a glow effect to the mnemonic.

# Colour Palette

Our colour palette is made up of our primary colours, FairPrice Blue and FairPrice Red. Our palette also includes a darker shade of blue and red that complements and contrasts well with light-coloured backgrounds, such as the yellow post-it note.

White can also be used alongside our brand colours in moderation.

Do note that the RGB, CMYK, Pantone values are not a direct conversion of each other. For any substantial print jobs, colour proofing is advisable.

## Primary Colour

To be used for elements, text and background

## FairPrice Blue

C100 M58 Y0 K21  
R0 G86 B150  
Pantone 294  
HEX #005596

## Primary Colour

To be used for elements, text and background

## FairPrice Red

C0 M 95 Y100 K0  
R238 G46 B36  
Pantone 485  
HEX #EE2E24

## Secondary Colour

To be used for post-it note

## Yellow

C7 M4 Y86 K0  
R242 G226 B67  
Pantone 102  
HEX #F2E243

## Secondary Colour

To be used for text on post-it note

## Dark Blue

C100 M93 Y46 K5  
R43 G58 B102  
Pantone 295  
HEX #2B3A66

## Secondary Colour

To be used for text on post-it note

## Dark Red

C13 M92 Y89 K0  
R214 G61 B53  
Pantone 186  
HEX #D63D35

# Typography

Our primary font is Permanent Marker Regular.  
It should be for headers only, in uppercase.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890  
!@#\$%^&\*()

Permanent Marker Regular

The image shows two large, bold, blue letters 'A' and 'B' in the Permanent Marker Regular font. The letters have a hand-drawn, slightly irregular appearance with visible brush strokes and a textured, marker-like quality. The 'A' is on the left and the 'B' is on the right, both rendered in a consistent blue color.

# *Typography*

Our secondary font is DIN.

It should be used for subheaders, body copy and links.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#\$%^&\*()**

DIN Regular

Regular

DIN Bold

**Bold**

**Aa**

# Application

Sizing and positioning of the mnemonic can be varied according to the layout, as long as minimum sizing is adhered to.

T.G.I.T. mnemonic does not have to be used with the post-it note. It can be a standalone element.

Mnemonic should be applied as a sticker that holds the top of the post-it note

Paper clip should always be clipped to the QR code

Underline treatment to highlight key words



# Application

Mnemonic and post-it note can be placed against any relevant background.

When used with the calendar background, the post-it note should be centre-aligned to 'Thursday'.

Graphic elements should be made to look like stickers, with the appropriate shadows

