



**BRAND GUIDELINES**

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It helps if you know where to go

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# BRAND

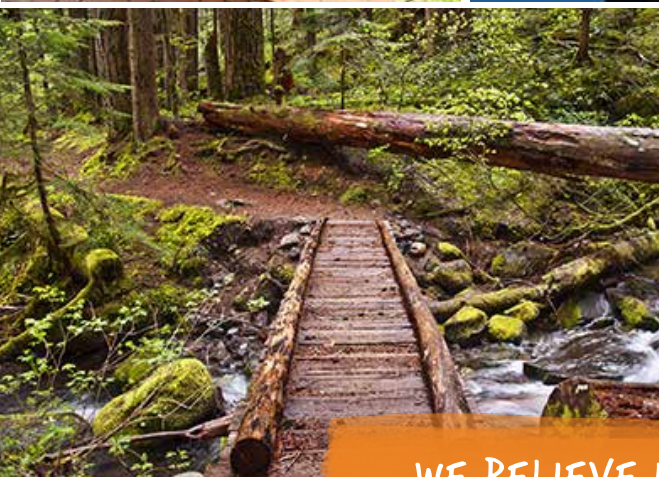
At Sierra, we love that everyday kind of active. The kind of active ranges from admiring a mountain to eventually trying to climb that mountain to proudly telling friends at a barbecue that you "almost made it halfway up that mountain."



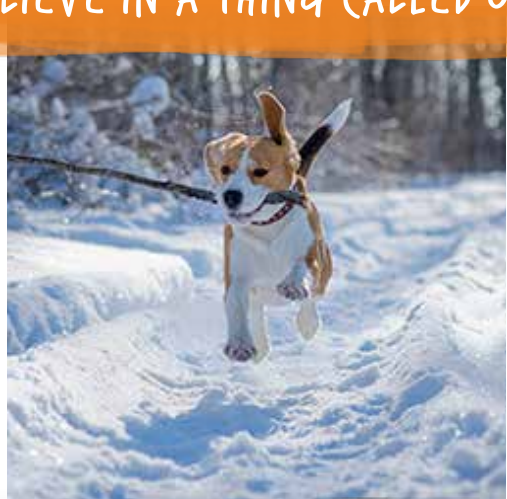
# BRAND PLATFORM

By helping people get outside, we're hoping to get a nice slice of the \$100 billion active-outdoor market. We're not only reaching out to people who currently get active and outside, but also the 71% of the market who don't really think of themselves as outside types.

But guess what? Most of these folks already lead an active lifestyle - even if they don't realize it (yet). These are our kind of people and we're here to help them get out there with epic brands, vast selection, and teeny, tiny prices.



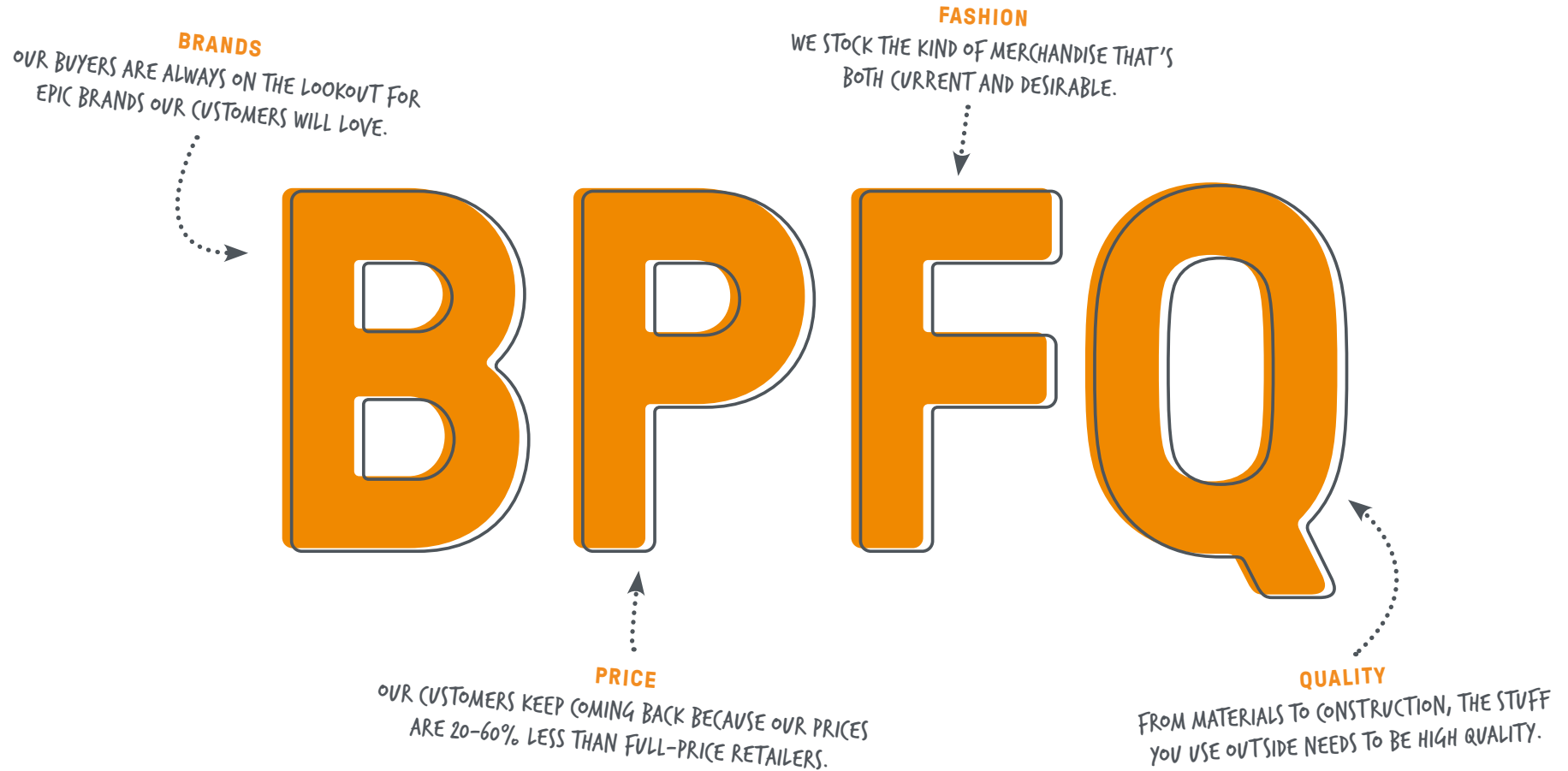
WE BELIEVE IN A THING CALLED OUTSIDE



# BUSINESS MODEL

Sierra has an off-price business model. But what's off-price? It simply means, we're able to sell epic brands at teeny, tiny prices. We're not a discount outlet. We don't offer sales. We offer everyday value.

For us (and our family at TJX) value is calculated with four words: Brand, Quality, Price, and Fashion.



# TAGLINE

You have less than five seconds to explain who we are to customers.  
Where do you start? What do you say? How do you narrow down everything we stand for?  
Epic brands. Vast selection. Teeny, tiny prices.

## EPIC BRANDS.

A simple word that helps us talk about how impressive the brands are at Sierra.  
Be sure to talk to the brand team when using "epic" outside of the tagline.

**EXAMPLE:** Hundreds of **epic brands** await you at Sierra.

## VAST SELECTION.

In nature, it suggests the enormity of an environment. At Sierra, it implies that there is a lot of great stuff in the store and online.

**EXAMPLE:** Get lost in our **vast selection**.

## TEENY TINY PRICES.

What more needs to be said? We're talking about very small prices. Hyperbolic? Perhaps.  
A lot of fun to use in copy? For sure.

**EXAMPLE:** Imagine all those incredible finds at **teeny, tiny prices**.

### RULES OF THE TAGLINE

- 1 Feel free to use Vast, Epic, and Teeny, Tiny outside of their tagline phrases.  
**Epic finds! Vast amounts of fleece! Teeny, tiny headlamps.**
- 2 The tagline lockup will always be in all caps. Use sentence case in body copy.
- 3 When using "teeny, tiny" in copy, make sure there's a comma.
- 4 Please don't shuffle the tagline words. Ex: Teeny, tiny brands or epic selection
- 5 The word "Epic" should never be used on its own.

# BRAND PERSONALITY

In addition to looking good, the Sierra brand also has a great personality. Basically, the total package. For the sake of brevity, we've boiled that personality down to four key traits.

At Sierra, we love that everyday kind of **ACTIVE**. The kind of active ranges from admiring that mountain to eventually trying to climb that mountain to proudly telling friends at a barbecue that you "almost made it halfway up that mountain."

Getting outside should be fun, so we try to keep our brand fun as well. We like to bring a **SMART AND FUNNY** tone to what we do whenever we can. We're not telling jokes about warm socks. We're trying to sell warm socks in a fun way. What other way is there?

We try to be **RELATABLE** in what we say and do. Nobody wants to hear from an expert who's good at everything. Instead, we're the brand that's proud of our customers' everyday achievements. Like finally mastering child's pose.

We like trying new things and making **BOLD** choices. That boldness comes through in our look and feel and gets us noticed in positive ways. We're never going to be edgy, but we'll always try to get the attention of people who like to get active and outside.

# THE SIERRA CUSTOMER

Our customers spend a lot of their free time having fun outside.  
For some, it's running errands in the rain, and for others it's running a 5k through the through the city.  
Whatever they're into, we can help them do it.

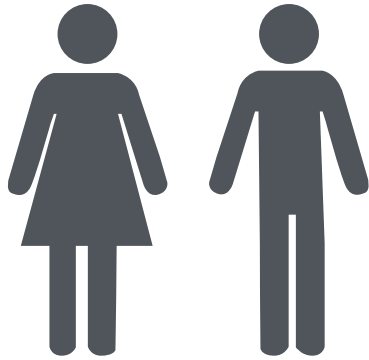
OUTSIDE

OUTSIDIEST



NEXT TIME WE'LL BRING  
THE TENT INSTRUCTIONS





**AN EVEN SPLIT**  
**59% FEMALE**  
**41% MALE**

Other TJX brands' shoppers are primarily female.

**AVERAGE INCOME IS \$90k**

Compared to our competitors, this is high.

**22%**  
**OF OUR CUSTOMERS CURRENTLY SHOP OTHER TJX BRANDS**



**FINDING TEENY, TINY PRICES ARE GREAT BIG VICTORIES**

**THEY ARE EARLY ADOPTERS WHO TRUST CONSUMER REVIEWS**



**59% HAVE PETS**  
**44% OWNS A DOG**



**16% OWNS 2-3 DOGS**

**60%**  
**OF OUR TARGET CUSTOMERS ARE BETWEEN 25 AND 54**



# DESIGN

Sierra has a look and feel that's unlike any other brand in the outdoor/outside space. In this section we'll show you how you can keep Sierra looking just right through the careful use of fonts, colors, patterns, icons, photography, and more.

# LOGO USAGE

Our logo is a vital part of our brand identity, so keeping it recognizable is key. Here are a few simple rules to follow when you're working with the logo.



## PRIMARY LOGO / ORANGE

Set the logo in our brand orange whenever possible.



## PRIMARY LOGO / GRAY

When printing restrictions don't allow for an orange or a white logo, you can use our brand gray – but it's not ideal, so please use only when necessary.



## PRIMARY LOGO / INVERSE

When set on our brand orange, run the logo in white.



## URL USAGE / URL + SHOP

Use this when it's important to clearly communicate that customers can shop our site and find lots more incredible brands at teeny, tiny prices.



## MARGINS

Always give the Sierra logo a clearance space equal to the width of the space between our icon and SIERRA in the logo. No graphic elements or type should cross into this area.



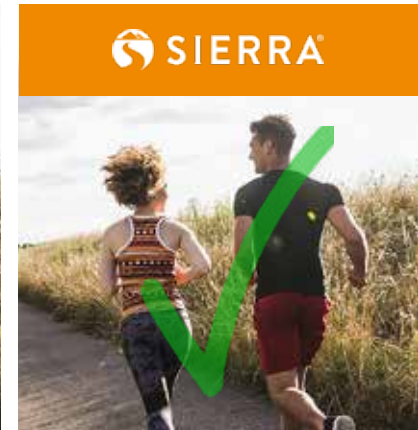
DO NOT OBSTRUCT THE LOGO



DO NOT STRETCH OR SQUASH THE LOGO



DO NOT USE ONLY TEXT PART OF LOGO



DO NOT USE OTHER COLORS IN THE LOGO



DO NOT CROP THE LOGO



DO NOT USE ONLY ICON PART OF LOGO



DO NOT GHOST THE LOGO



DO NOT STACK THE LOGO



←.....THE ONLY PLACE THE ICON LIVES BY ITSELF IS ON INSTAGRAM.

DO NOT USE OLDER VERSIONS OF LOGO



# FAMILY LOCKUP

Sierra is proud to be a part of the TJMaxx family, and whenever we need to display the branches of our family tree, we use the following guidelines. The family lockup helps give Sierra a boost of brand awareness by associating us with our bigger siblings.

PART OF THE **TJ-maxx** *Marshalls* *HomeGoods* FAMILY

PART OF THE **TJ-maxx** *Marshalls* *HomeGoods* FAMILY

PART OF THE **TJ-maxx** *Marshalls* *HomeGoods* FAMILY

70% OF OUR IN-STORE SHOPPERS  
KNOW THAT SIERRA IS PART  
OF THE TJX FAMILY



### FULL FAMILY LOCKUP

Using the full tri-brand lockup is ideal. When possible, run on a white background so the logos can be in their brand colors for maximum recognition. If you need to run it on orange or gray, the lockup can be used in white.

PART OF THE **TJ-maxx** FAMILY

PART OF THE **TJ-maxx** FAMILY

PART OF THE **TJ-maxx** FAMILY

### PARTIAL FAMILY LOCKUP

When space is tight, you can use this as a shorthand version. Follow same color rules as above.

# OUR COLORS

As you know, It all starts with orange. It's our team color and gives us our brand equity. Any other colors we use have to play nicely with it, or they don't get to play at all. Secondary colors will be used separately from the primary orange and gray.



**PRIMARY COLORS** Orange is our most “branded” color. Use it often – especially when creating assets that will be seen by new customers. You don’t see it used very often in the outdoor marketing world, so it helps grab attention. Orange is pretty unique. And to balance the boldness of our brand orange, add some gray to the mix. We think these two colors make a great team.

**SECONDARY COLORS** Use these colors for seasonal or event-related assets. They’re designed to complement our orange, but should never overshadow it.

**SPECIAL USE COLORS** Red can be used for clearance, holiday, and certain special cases. Use sparingly.

**TINTS** When you need a lighter color, use one of the breakdowns shown here.



WE FREQUENTLY  
USE OUR ICONS  
AS PATTERN

# ICONOGRAPHY

Icons are a big part of our brand. They're playful and help us visually communicate without tying us to a specific product or season. They can be used in place of photography when we have limited space or can be used with a photo to support a bigger idea.



**SOLID ICONS** You can use our icons in the circle, either as a **fill** or **outline**.



**SILO ICONS** You can also use them outside of the circle, as a **fill** or **outline**.



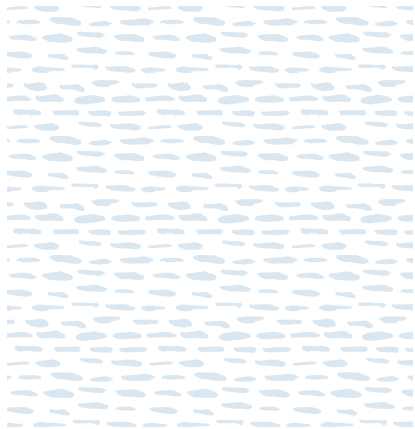
**SPECIAL USE ICONS** We use this little truck to represent New Arrivals in our stores and to talk about our home delivery service. Please don't use it for anything else.

# PATTERN

We spend a lot of time outside, which is where we got the inspiration for the patterns we use with the brand. These patterns are intentionally unpolished, which makes them relatable and fun.



ROUGH HERRINGBONE



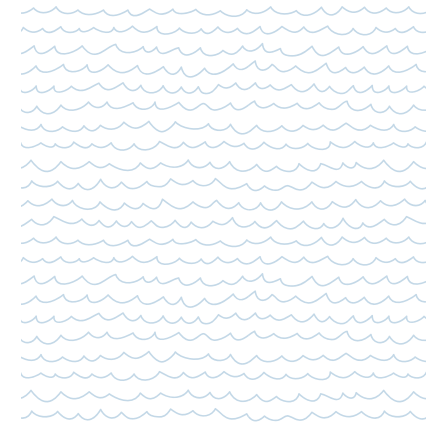
TREAD



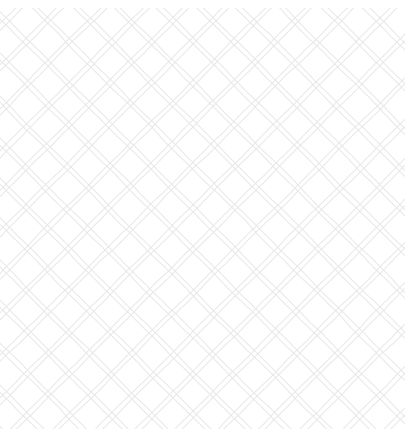
TOPOGRAPHICAL



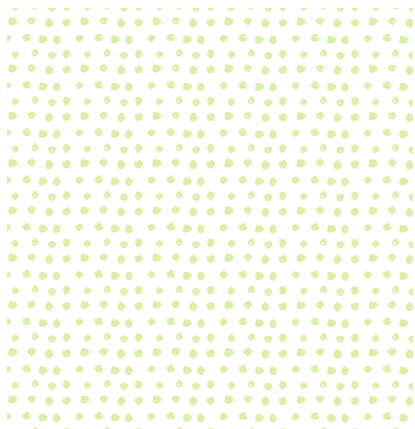
STRIPES



WAVES



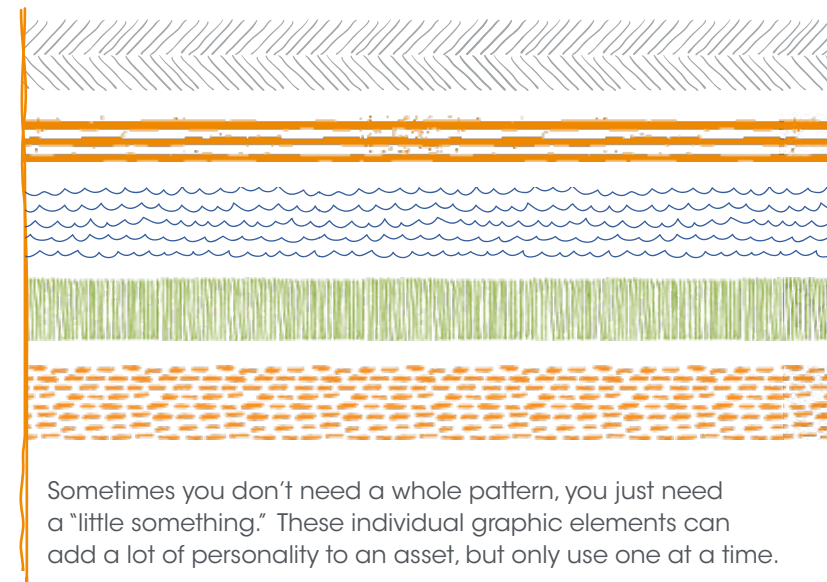
GRID



DOTS



WEAVE



Sometimes you don't need a whole pattern, you just need a "little something." These individual graphic elements can add a lot of personality to an asset, but only use one at a time.



# GRAPHIC ELEMENTS

We've got a few extra tools in our box that help us create exciting layouts and grab the attention of our customers.



## HAND DRAWN

Product and lifestyle photography are great, but there are times when you need something more. These drawings and doodles draw the eye and give us a visual way to break up a layout.



## DING DINGS

Meet the ding dings. These are little lines that help convey big news. Instead of exclamation points, we use ding dings to communicate urgency and excitement.



## THE UNDERLINE

Just like the ding dings and arrows, the underline helps us draw attention to the most important words and phrases.

## BRUSH STROKE

Need to set your copy apart from the rest of the layout? Use a brush stroke as your background.



Hey! Look down here! As you probably suspected, arrows show you exactly where we want you to look. We use arrows to point to the messages that just can't be missed.

## THE OFFSET OUTLINE

The Offset Outline is a fun and impactful way of highlighting headline copy by helping it jump off the page. When creating the offset effect, the top outline should never be so bold that it overpowers the solid word beneath it. Please note: the outline and the solid should always be different colors.

# PRODUCT PHOTOGRAPHY

Product is what keeps Sierra in business, so we've got to show it off in the best way possible. With every product we show, we need to clearly communicate value and show the variety of brands and styles we offer. When photographing product, we always make sure assets can be used in as many ways as possible.



## LAYDOWN CHECKLIST

- Never show product upside down.
- Style products so that the quality is easy to see.
- Always try to show the breadth and variety of products we sell.
- Make sure it's clear what is women's vs. men's vs. kids.
- Pattern can be used behind the product but make sure it doesn't overpower the product.
- Keep scale in mind. A tiny energy bar won't show up next to a bunch of jackets, so don't mix sizes.

# STOCK PHOTOGRAPHY

By now, you know about color, type, and icons, but sometimes we need photos of interesting people in interesting places doing interesting things. To do this, we lean heavily on stock, but the trick is to use the right kind of stock.



**No dangerous, extreme, or aggressive activities.**



**Always natural. Never staged.**



**Be diverse. Be inclusive.**



**Groups of people. No lone wolves.**



**Everyday people. Doing everyday things.**



## GRAPHIC ELEMENTS + STOCK PHOTOGRAPHY

To help give stock photography a burst of personality, add a graphic element – a section of pattern, icons, or both. This can make photography feel more branded.

# TYPOGRAPHY

Typography is a key feature of the Sierra visual identity, and when used correctly, helps communicate in a simple and effective way. When folks hear our tone of voice in what they read, we want to make sure it looks as great as it sounds.

ABCDEF G  
HIJKLMNO  
PQRSTU V  
WXYZ

**GT PRESSURA** Meet our primary brand font. It's condensed, it's rounded, it's bold, it's friendly, and it's perfect for headlines and marketing collateral.

ABCDEF G  
HIJKLMNO  
PQRSTU V  
WXYZ

**AVANT GARDE** This highly legible font works well in shorter blocks of copy that demand to be read. Used for the perm sign library, wayfinders, and subcopy. Looks great supporting Pressura.

ABCDEF G  
HIJKLMNO  
PQRSTU V  
WXYZ

**VERVIENE** We like to use "handwritten" callouts here and there, the way a friend would scribble a note to show you something. Use sparingly and check with design team.

ABCDEF G  
HIJKLMNO  
PQRSTU V  
WXYZ

**ROBOTO** This one lives exclusively on the web. Roboto can smoothly scale and move around, depending on how you're looking at the site.

## EMAIL HEADLINES AND SUBHEADS

The difference between a headline and a supporting message should always be clear. If the headline is just a few words, it can be set at a higher point size. If the headline gets long, the point size can get smaller.

But always set the headline in bold.



# COPY

There are times when beautiful pictures of hiking shoes and yoga mats aren't enough to convey our message. That's where copy comes in. Our copy lives in a lot of different places, and in every one of those places, we like to make sure we sound like Sierra.

In this section of the book we'll look at voice, tone, and the kind of language we use when we talk about our brand.



HOW WE SAY WHAT WE SAY

# STONE ISLAND VOICE

Think of Sierra as a friend to the customer. The kind of friend who's good at a lot of things, loves new experiences, and is really into teeny, tiny prices. We speak to our customers in a fun and friendly tone that's never demanding or judgmental. If we're talking to them in our stores, on social, or through broadcast, we can be funny. When it's email and site, we need to be direct and hard hitting.

# EMAIL TONE

Our emails are full of epic merchandise that customers can't wait to get their hands on. And it's because of that urgency that our emails need to get the message across - fast. Emails need to be clear, concise, and to the point. No guesswork needed

**SIERRA**

Take on the snow with mountains of savings

SHOP JACKETS    SHOP SNOW PANTS

SHOP GEAR    SHOP ACCESSORIES

Image showing winter gear including skis, a pink jacket, a green helmet, and boots.

**SIERRA**

WHAT'S IN STORE

Save big on your new go-to activewear

FIND YOUR STORE

Treat yourself to a "new look" for doing some squats, calling friends on the phone, and "testing out the other end of your couch."

Image showing various activewear items like leggings, shirts, and shoes.

**SIERRA**

Yoga Kate is normally pretty zen, except when it comes to scoring **NEW ARRIVALS.** She knows early shoppers snag the most epic active & wellness brands, which is why she browses **Sierra** between sun salutations.

BE LIKE KATE.  
SAVE NOW, STRETCH LATER.

SHOP NEW ARRIVALS

Image showing various activewear items like a pink top, a green water bottle, and a blue mat.

**SIERRA**

BOOTS FOR OUTSIDE  
SLIPPERS FOR INSIDE  
SAVINGS FOR EVERYWHERE

WOMEN'S BOOTS    MEN'S BOOTS

WOMEN'S SLIPPERS    MEN'S SLIPPERS

UP TO 60% LESS

Don't forget those teeny, tiny prices on shoes

SHOP ALL SHOES

Image showing various shoes including boots and slippers.

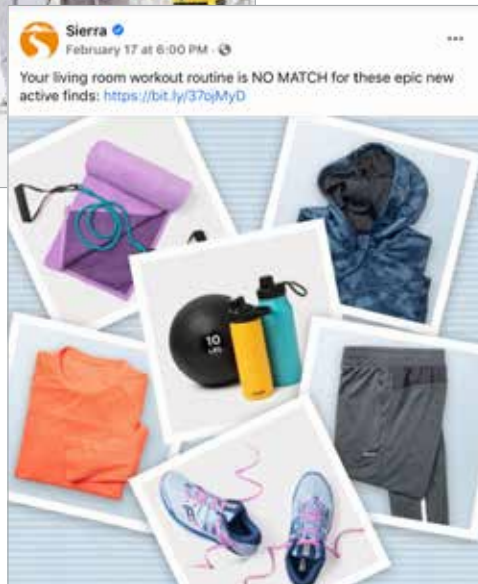
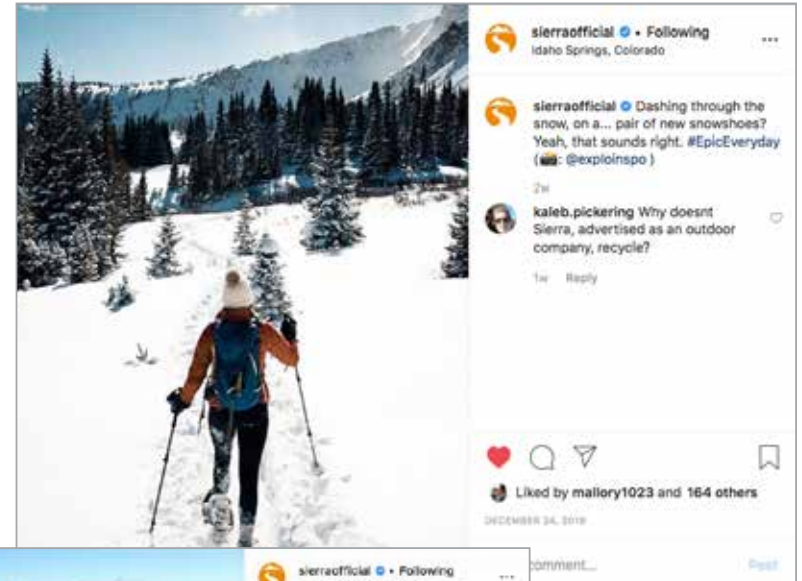
# SOCIAL TONE

Social is a lot different from our other channels. It's where we can have fun with our voice and talk to our customers like they're people - instead of customers. We're building trust and hopefully a following, so it's best to keep it light, human, and funny.



FACEBOOK

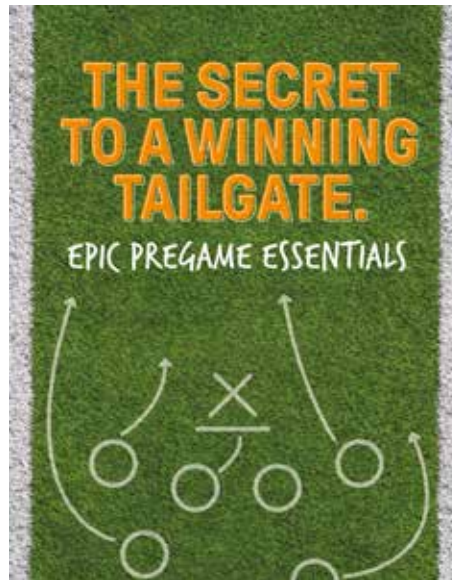
INSTAGRAM





# RETAIL TONE

Our retail tone should gently shout "value!" to everyone who comes within 100 feet of the store. But have fun with it. Retail should excite, educate, and make people feel welcome. It doesn't matter if a customer is shopping for running gear or a 4-person tent, we want them to know that they're getting a great value.



# ONLINE TONE

Our online and retail tones should work together to create a cohesive, cross-channel message. Balance transactional verbiage with conversational messaging. And make our incredible prices stand out more than our brightest headlamp.

**BIG BRANDS**  
SCORE THE MOST EPIC FINDS, PLUS A MOUNTAIN OF SAVINGS

prAna SHOP NOW >  
Carhartt SHOP NOW >  
adidas SHOP NOW >  
MERRELL SHOP NOW >  
Spider SHOP NOW >  
COSTA SHOP NOW >

HELLO, LIGHT LAYERS  
**SAVE BIG ON APPAREL FOR THE SEASON**

SHOP WOMEN | SHOP MEN  
SHOP KIDS | SHOP SHOES

ADULT STYLES FROM \$59.99

**EPIC ACTIVE SHOES**  
Save big on your size

SHOP WOMEN | SHOP MEN

# WORD WATCH

Every brand has words they like and words they don't like. At Sierra, we like words that speak to epic value and getting outside. The words we don't like as much are often salesy and gender specific.

## GOOD WORDS

Use them wisely

Epic\*  
Teeny, Tiny Prices  
Essentials  
Must-haves  
Gear  
Everyday  
Outside  
Active  
Explore  
Discover  
Savings  
Prices  
Value  
Incredible  
Amazing  
Great

FOR VALUE, NOT PRODUCT

## BAD WORDS

Use them never

Deals  
Awesome  
Coupon  
Sale  
Only  
Unique  
Surprise  
Stylish  
Wardrobe  
Outfit  
Incentive

AS IN TODAY ONLY

### GOOD WORDS EXAMPLE

Get Outside with Epic Gear at Teeny, Tiny Prices

### BAD WORDS EXAMPLE

Get Awesome Deals on Adventure Clothes

\* TALK TO THE BRAND TEAM WHEN USING "EPIC" OUTSIDE OF THE TAGLINE.

# GRAMMAR AND PUNCTUATION

**COMMAS** We celebrate the Oxford (or serial) comma here. Apologies if it's not your thing. But here's some good news: Now you love it.

**GOOD:** Save on boots, jackets, and gear.

**BAD:** Wind, rain, sleet or snow.

**EXCLAMATION POINTS** Try not to use them. Copy should be punchy enough on its own. As with most rules, there's an exception: Exclamation points can be used sparingly in email subject lines.

**AND VS. &** Don't mix "and" and ampersands (&) in blocks of copy. Ampersands are good for short punchy sentences, email subs, or headlines.

**\$** We sell stuff, so you'll need to write about prices at some point. And when you do talk about money, you should always use a dollar sign.

**GOOD:** \$39.99

**BAD:** 20 dollars or twenty dollars

When you're listing price groups, use a dollar sign before the first number in the set.

**EXAMPLE:** \$10-20

# SO LONG

We hope you've learned a lot about our brand and how we communicate with our customers. It may seem like a lot to take in, but everything in this book is an important part of who we are.