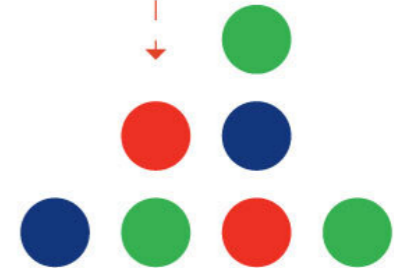
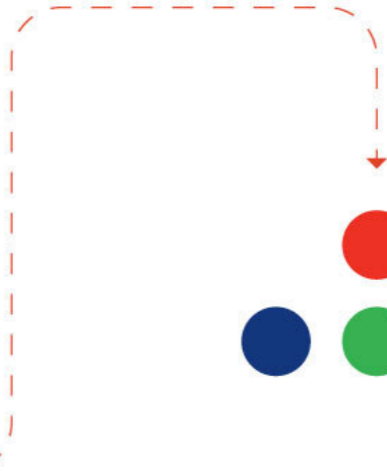




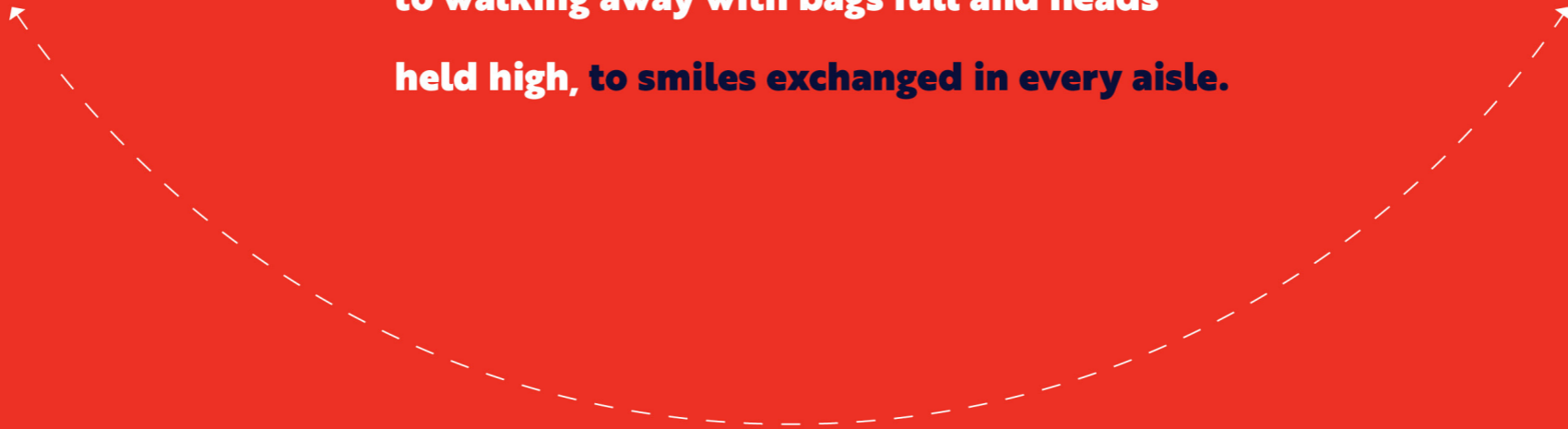


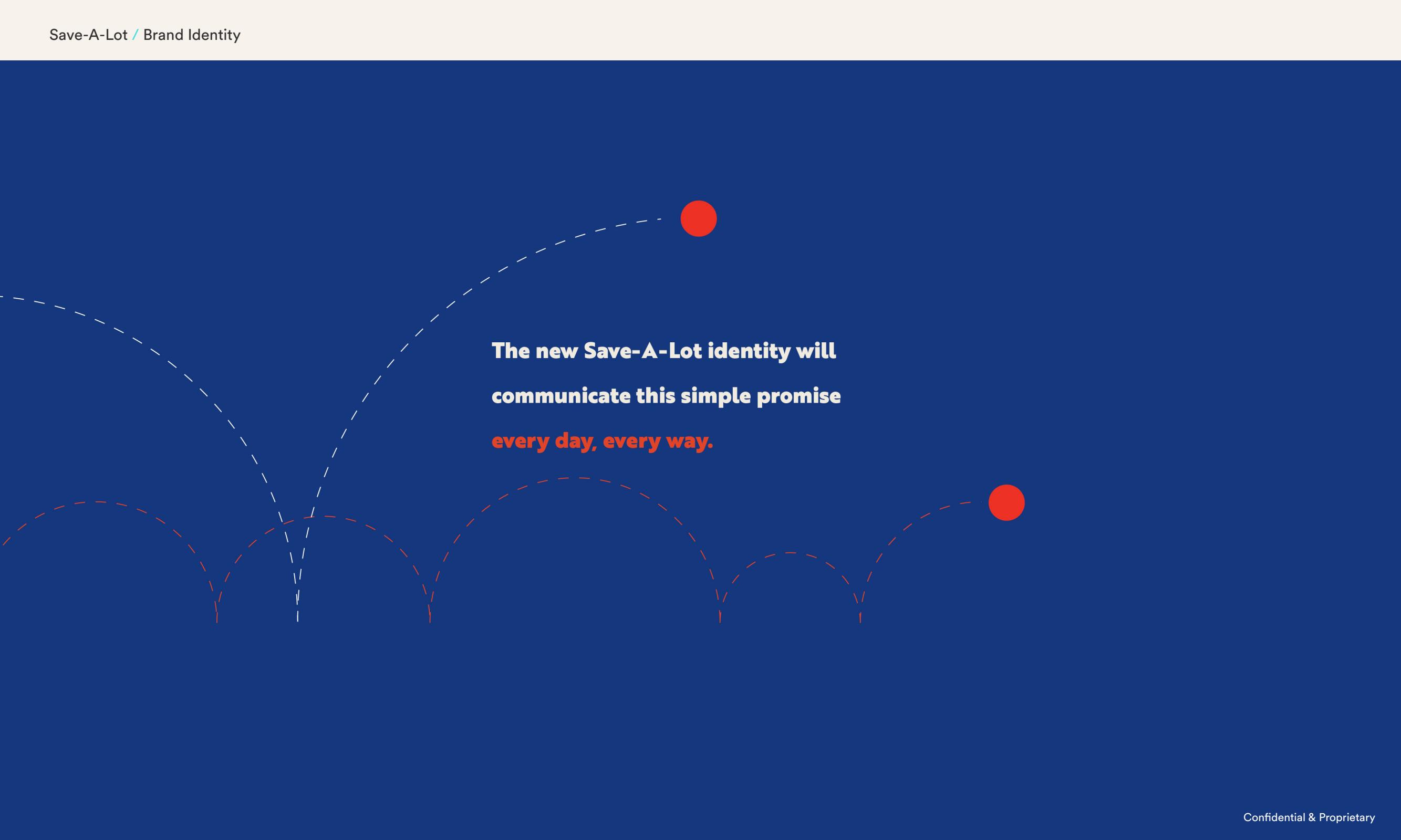
**The commitments we make to our  
customers make a lot of difference in  
the communities we serve.**





**From the low priced goodness in our stores,  
to walking away with bags full and heads  
held high, to smiles exchanged in every aisle.**



The background is a solid dark blue. It features several decorative elements: a large white dashed arc starting from the left edge and ending at a red circle in the upper-middle section; a smaller orange dashed arc starting from the left edge and ending at a red circle in the lower-right section; and a series of smaller orange dashed arcs along the bottom edge, some ending in red circles. The text is centered in the middle of the slide.

**The new Save-A-Lot identity will  
communicate this simple promise  
every day, every way.**



save  
a lot

save<sup>a</sup>lot

save  
a lot

save<sup>a</sup>lot

Your corner market  
**JUST TURNED  
THE CORNER.**



save a lot



save a lot

Your corner market  
**JUST TURNED  
THE CORNER.**



save a lot



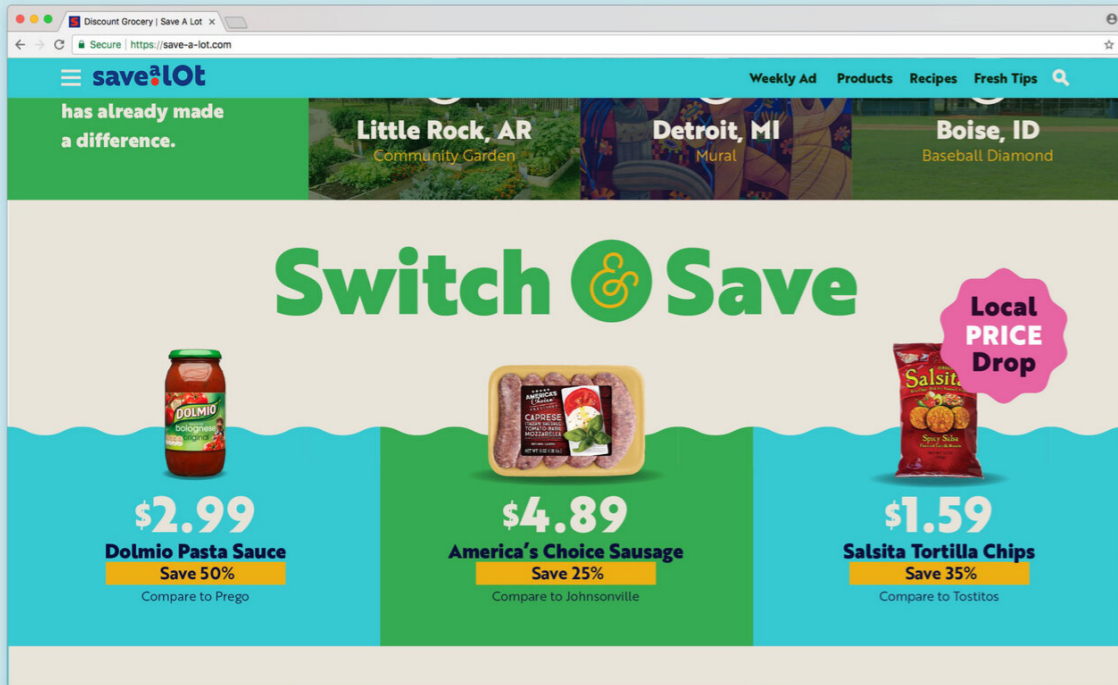
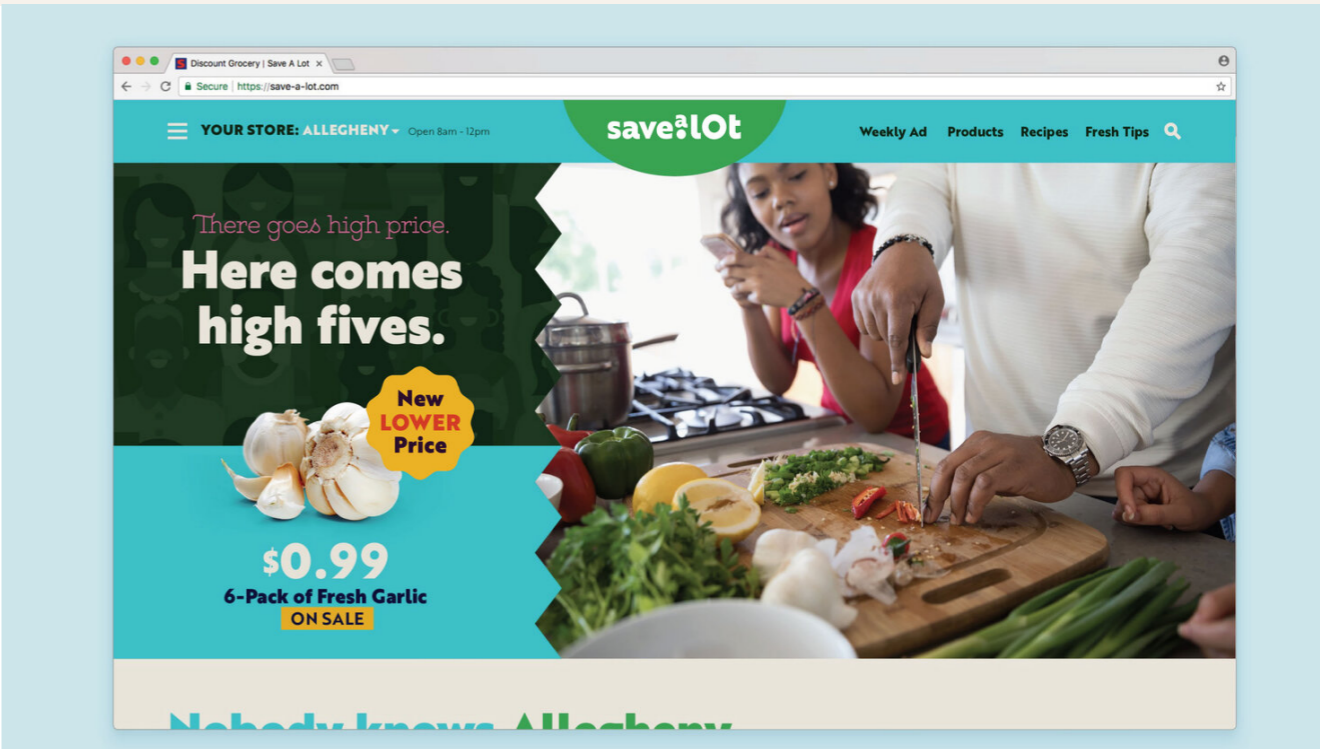
save a lot

Your corner market  
**JUST TURNED  
THE CORNER.**



save a lot









**Spread A Lot of love.**

**Quality you  
can trust.  
Even if they  
don't.**

Save up to **40%** on  
delicious Save-A-Lot  
Brands.



**WOW 6 Deal.**

**\$2.99**  
/pk

Wylwood  
Frozen Organic Broccoli



**Every day.  
Every way.**

# It's not Save a little.

Save up to **40%**  
on fresh fruits and  
vegetables.

Organic Kiwi  
4pk

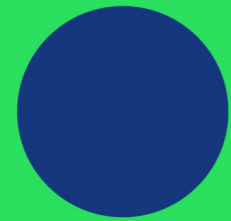


**\$4.99**  
/pk



**Every day.  
Every way.**





**Get A Lot  
this holiday.**



Start  
your day  
better.



**\$2.99**  
/bag

Navel  
Oranges

3lb. bag



Every day.  
Every way.

Pasta  
night  
made  
easy.



**\$1.99**  
/ea

Today's Deal.

Mantia  
Spaghetti  
Sauce

19.5 oz jar



Every day.  
Every way.

**\$4.99**  
/lb



Mega Meat Sale.  
Bone-In Pork Chop

1.5-2.0 lb ea

Prices,  
chopped.

Clear two plates  
for the price  
of one.

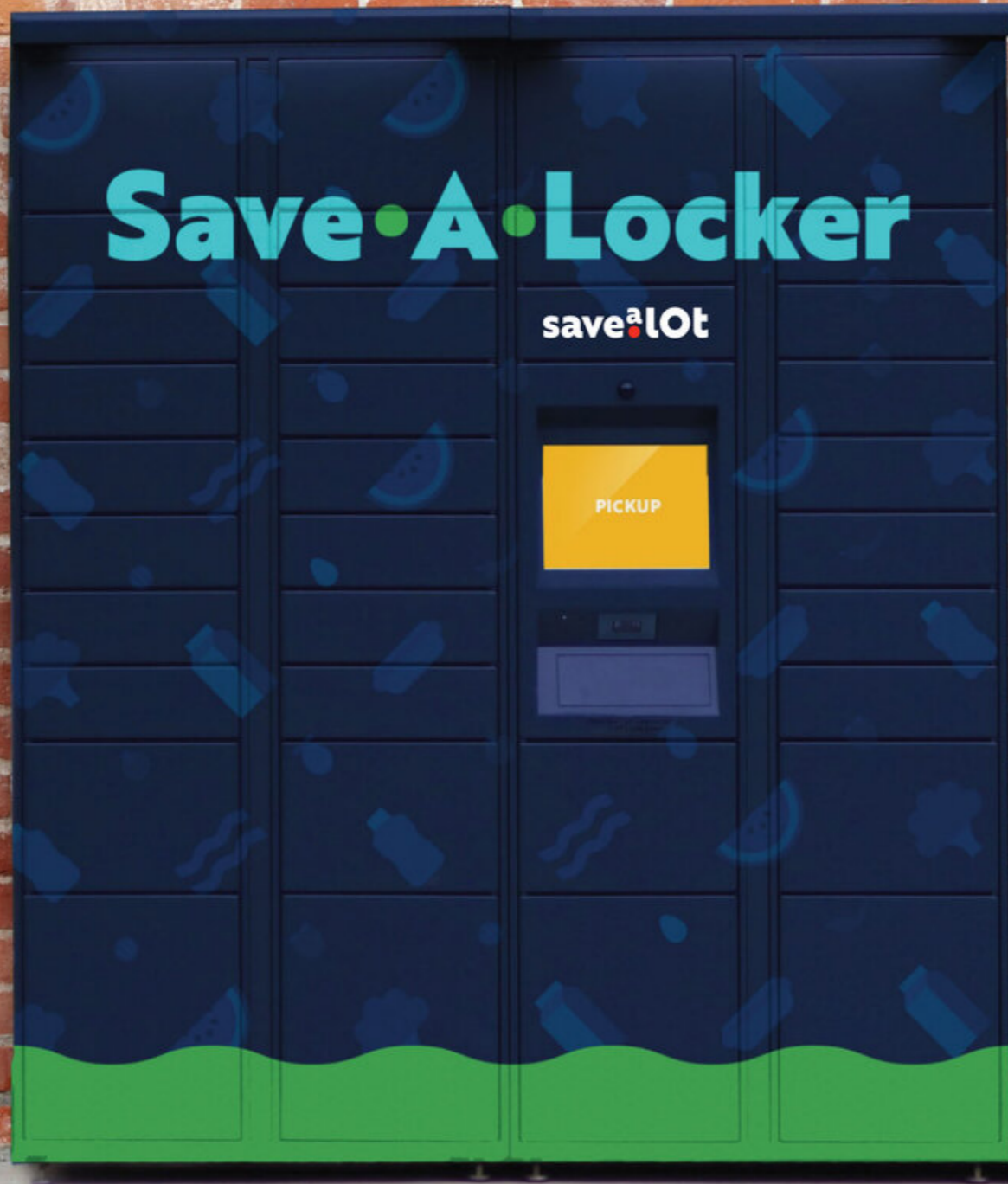
Save up to **40%** on  
delicious Save-A-Lot  
Brands.



Every day.  
Every way.



Every day.  
Every way.





• Our Vision:  
To be America's most loved  
discount retailer through  
the commitment to adding  
unmatched value to our  
local communities.

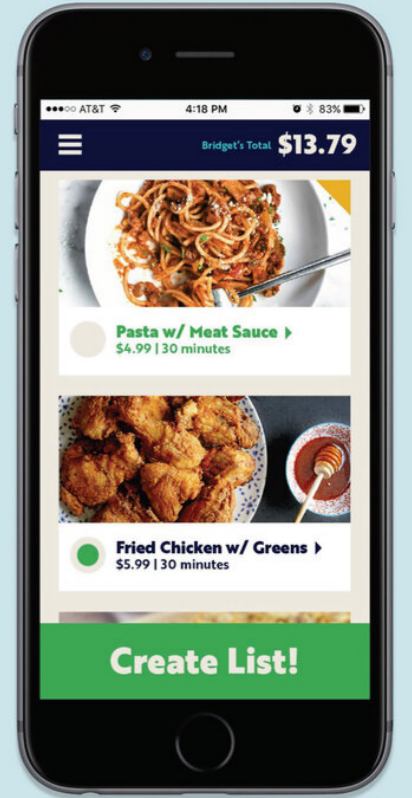
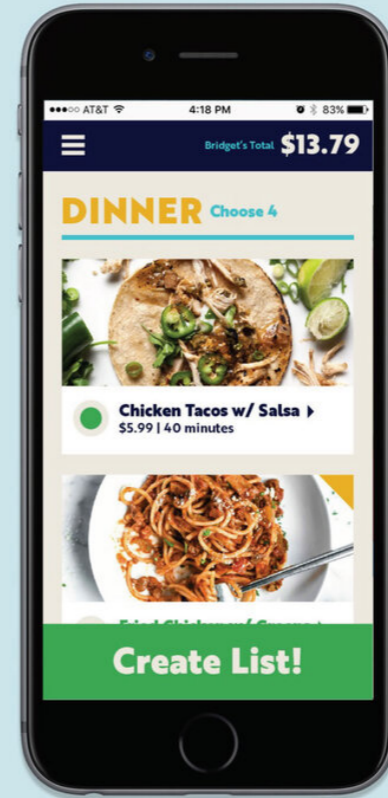
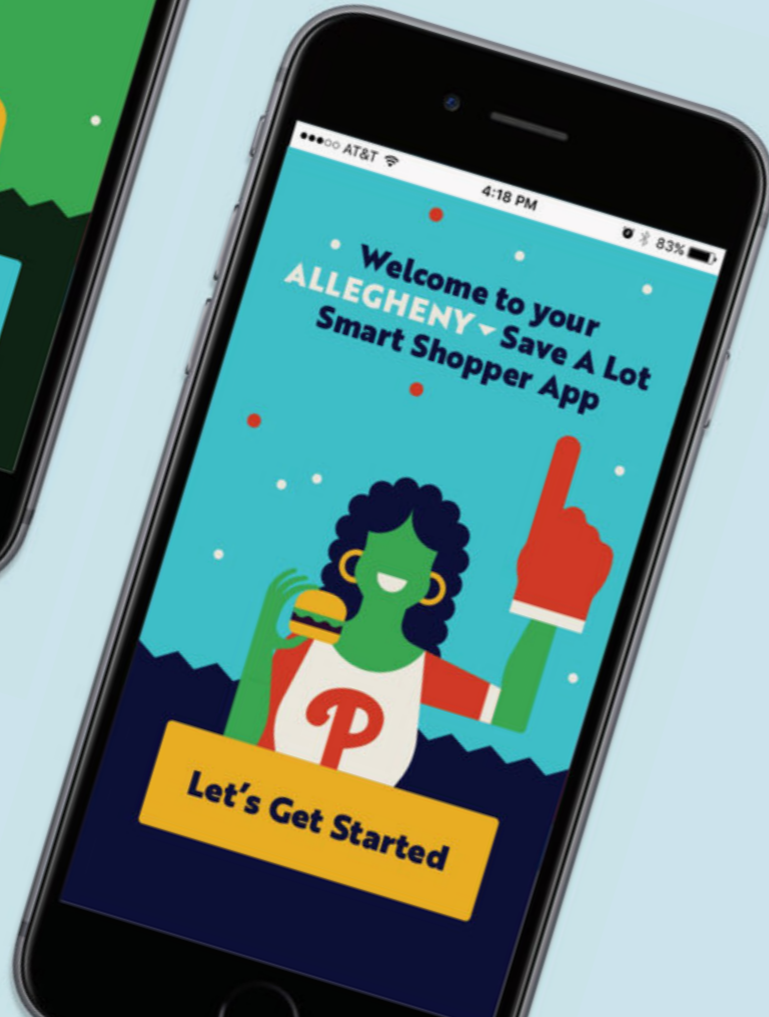
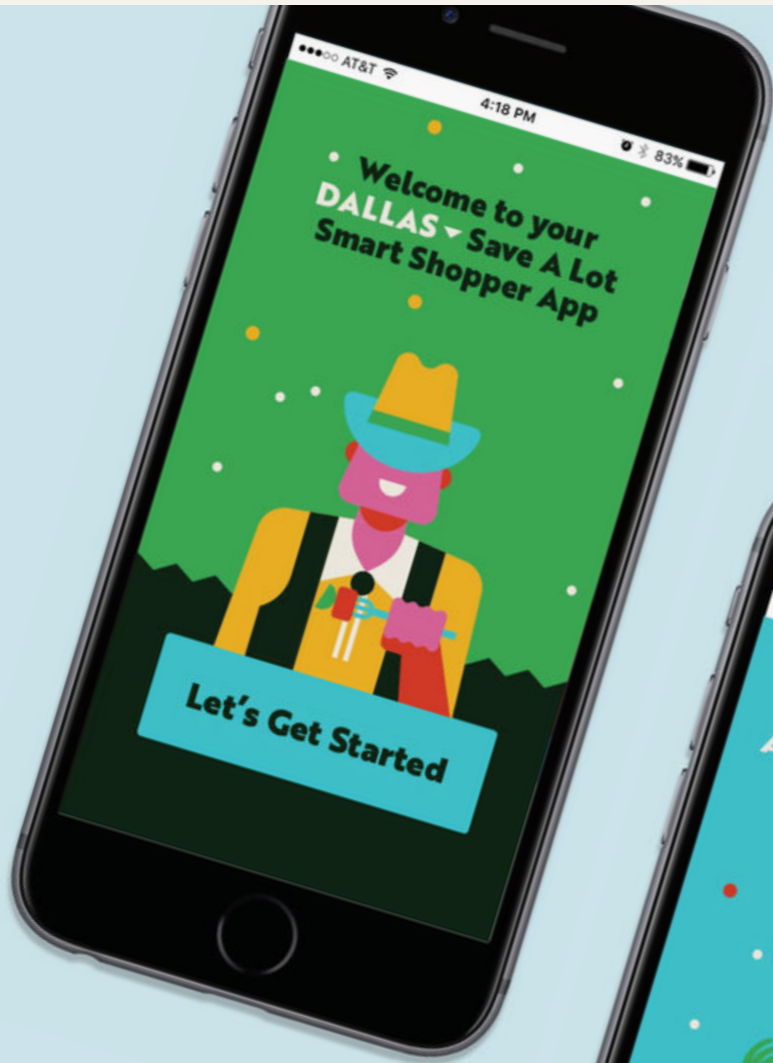
save  
a lot

●  
To the center  
where collaboration  
is encouraged.











Committed  
to More.

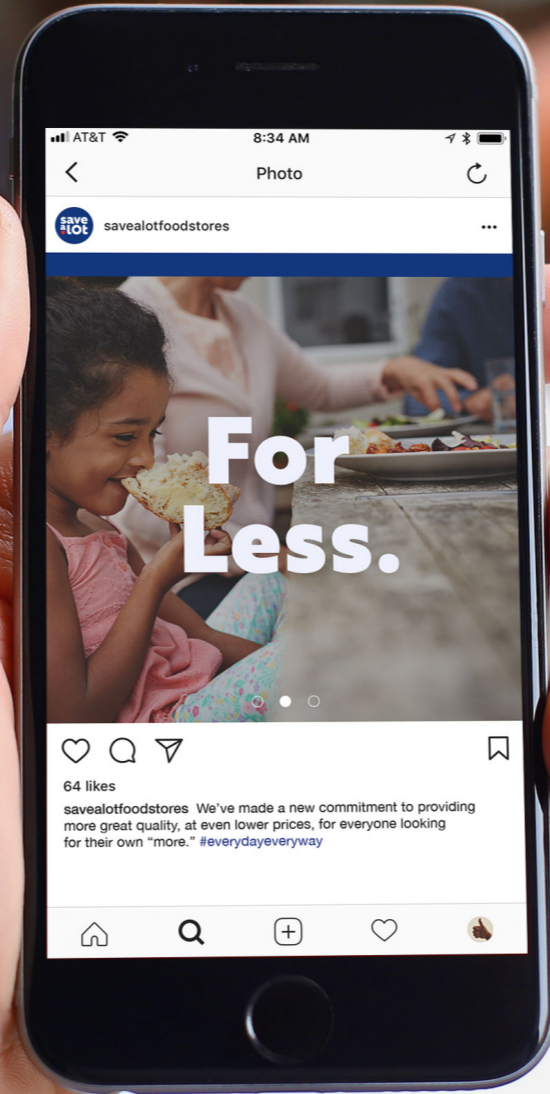
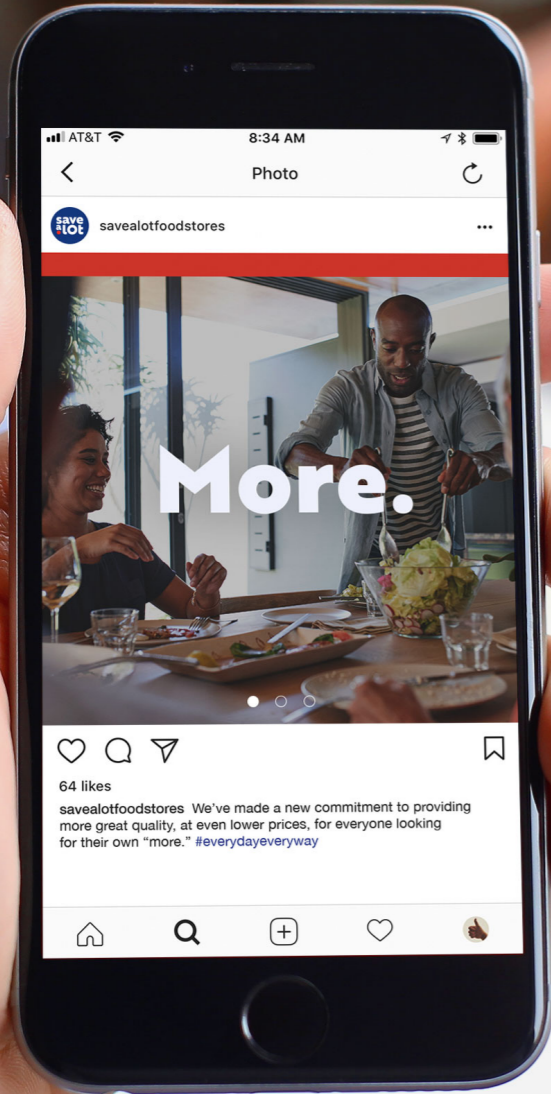


Every Day.  
Every Way.



The More  
That Matters.











**Our commitments.**

For our customers, team members and local communities we always hold true to these commitments.

**Value.**

Low prices are core to who we are, but we must push ourselves to go beyond price and provide our customers with added value in all we do.

**Quality.**

Quality without compromise is our pledge, and we integrate that pledge into every step of the shopping experience. From our first-rate selection of fresh meats and produce to our exclusive private label products that rival national brands, we stand by our commitment to quality with our 100% money-back guarantee.

**Community.**

We are anchored to the communities we serve and aspire to build relationships with our neighbors, welcoming all to the Save A Lot family.

**Typefaces.**

A major component of our visual brand is its typography. These typefaces should be used exclusively to maintain a consistent look and feel across communications.

**Headlines.**

Isidora Sans Alt » Black  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 \$ % #

**Subheads.**

Geometric Slabserif 703 BT » Bold  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 \$ % #

**Body copy.**

Isidora Sans » Medium  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 \$ % #

**More. For  
For all.**



**Other stores reward  
spending. We reward  
for saving.**

As your neighborhood grocery store, we're committed to making your lives better. It's our job to provide the value in all that we do.



Brand Guidelines / Version 1.5 / Spring 2019

Brand Guidelines / Version 1.5

TYPOGRAPHY

**Tastes so good  
you'll have to check  
the receipt.**

**Even more ways to save  
are right around the corner.**

**e. For less. For all.**

**playfulness:** the Lot Dot can be used to showcase movement and fun with the brand always leaving a trail of where it's been.

**it just means  
more when you  
get it for less.**

**end of statement:** the Lot Dot can be used as a definitive end of a statement in a contrasting color.

DESIGN ELEMENTS

**Juicy!**

**letterplay:** the Lot Dot can be used as an attention grabbing bright spot for simple words. Only used in one word statements.

**pathways:** the Lot Dot can be used to showcase the places we go and the communities we serve. It's a textural and simple way to bring interest to portions of the composition.

PHOTOGRAPHY

**Photography Style.**

Our style is all about finding beauty in everyday moments around the food we provide, celebrating simplicity and elevating it to a place of desire without over styling.

- ✓ Inspiring yet attainable.
- ✓ Showcase the joy of food.
- ✓ Warm and diverse.
- ✓ A little unexpected.



- ~~Overly staged.~~
- ~~Rooted in stereotypes.~~
- ~~Afraid to take risks.~~
- ~~Anything less than appetizing.~~

