



**BRAND STANDARDS
MANUAL**
updated for 2021



You can't **SELL** anything
if you can't **TELL** anything.

- Beth Comstock



Al's Garden & Home strives to be among the leading garden centers and growers in the United States. We will obtain sustainable growth by delivering innovations to horticulture and delivering superior plant product, being a great place to work, offering exceptional service to our customers, and providing community leadership, all while operating in an environmentally responsible manner.

We provide beauty to homeowners by delivering the inspiration, plant quality, and plant knowledge to help make them successful gardeners.

our **BRAND**

A great garden center deserves a great brand.

It's important to establish a unique and consistent experience for our customers, vendors, and community across all of our retail stores and growing operations. We do this by creating brand standards and a visual language that communicates our company values, and signals to our customers our commitment to quality, innovation, and service.

The most important aspect of establishing a strong brand is consistency across the company. These brand guidelines have been created to give people the tools and guidance to communicate in our company voice, and grow the brand in a unified direction. These standards are to be applied consistently to all the ways that we communicate to customers. From print and digital advertising, to store signage, company literature, and hosted events, it should be obvious that we're one company.

The use of these brand standards are mandatory. Any questions regarding the use or implementation of these standards should be referred to the Marketing Department





Local & Family Owned Since 1948

Al's Garden & Home is local and family owned since 1948. Al's Garden & Home has three growing facilities that ensure that our plants are grown for you here in the Pacific Northwest, by growers specifically familiar with the conditions here in the Pacific Northwest.



Grown By Al's Means Plant Quality

We think it's okay to be a plant nerd. Truth be told, so are we! We strive to deliver superior plant quality that ensures that every gardener gets off to a good start. We do this through the continued innovation of our growing operations and Pot N Pot facility.



Purple People Provide Great Customer Service

Rooted in God-centered characteristics such as integrity, honesty, and humility, we believe every customer deserves to be treated with dignity and respect. This is demonstrated in small ways such as greeting customers, treating our fellow team members with the same respect, and abiding by the "treat others as you wish to be treated" philosophy.

our **COLORS**

One of the most important cornerstones of any brand is color, and it's easy to see why! Almost anybody could identify Coca-Cola Red, and a certain shade of orange says a lot about which big box store you are in. These kind of connections do not happen overnight, but rather with the consistent use of color over time.

A thoughtful color and layout approach ensures our brand is clean and modern, and our message is clear.

Introduced in early 2020, this new master palette brings focus to our brand experience across every touchpoint. These colors are an evolution of AI's traditional purple palette. The new palettes are subdued to allow AI's unique and vibrant photographs and images shine.

Use colors sparingly and as accent points throughout marketing materials. Keep palette simple and toned down. The use of these specific colors is mandatory in our visual communications, so CMYK (for print use) and Hexadecimal Codes (for web use) have been provided. Any questions about color usage or seasonal palettes should be referred to the Marketing Department.

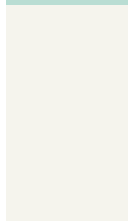


Primary

	Primary Purple CMYK 39 59 24 1 HEX #A27694
	Teal CMYK 79 47 56 27 HEX #365E5D
	White CMYK 0 0 0 0 HEX #FFFFFF
	Black CMYK 39 59 24 1 HEX #A27694

we're **PURPLE PEOPLE!**

Secondary

	Classic Purple CMYK 65 91 32 18 HEX #663366
	Mint CMYK 27 2 19 0 HEX #B9DCD2
	Tan CMYK 3 3 6 0 HEX #F5F1EB

Seasonal Colors

The Visual Team works with the Marketing Department to develop specialty palettes that change with the seasons and follow current color trends. Once established, these unique color palettes will be used throughout in-store displays, and may be incorporated into marketing materials, advertising, and campaigns.

Defining the hierarchy of type helps create a clear focal point and connection between elements. Following the typographic attributes and sizing in all applications provides consistency and maintains legibility across all mediums and brand touchpoints. For print collateral, size fonts appropriately for the asset while maintaining font size ratios indicated below.

Azo Sans

Azo Sans is AI's unique brand font. This modern font uses the clean simplicity of a sans serif and pairs it with small unique details that add personality.

Azo Sans can be activated with Adobe Typekit and comes in thin, regular, medium, bold, and heavy weights.

WELCOME

Al's Garden & Home

Al's Garden & Home

Al's Garden & Home is a renowned garden store that has been serving the Portland area since 1948.

At Al's Garden & Home, your passion is our passion. We provide customers with the best gardening products, tools, and supplies at the best prices. Our plants and flowers can help turn any garden into an extravagant garden.

It doesn't matter if you're a beginner or an experienced gardener - our plants and flowers are perfect for any skill level. From annuals to trees, we have everything you need to create the most amazing garden. Our Portland area garden centers also offer outdoor living pieces as well as home decor and gifts.

Headline

Azo Sans Black
76pt / 70pt line ht.
All Caps

Headline 2

Azo Sans Bold
38pt / 42pt line ht.
30 tracking
Title Caps

Subheader

Azo Sans Med. Ital.
20pt / 26pt line ht.
10 tracking
Sentence Case

Paragraph

Azo Sans Light
12pt / 18pt line ht.
30 tracking
Sentence Case

our **LOGO**

Al's Fruit Stand was founded by Al Bigej in 1948, and his name has been the name of the company throughout it's evolution to the current Al's Garden & Home. That heritage is why "Al's" is the prominent feature of our logo, and the primary graphic identifier of our brand. "Al's" is also used to connect various programs and events to our company such as Al's Kids' Club, Al's Garden Rewards, and Al's Evening of Lights.

The updated Al's logo combines the traditional logomark with modern linework and angles. This additional detail mimics a hand-stamped style - an element that should be thoughtfully considered across use cases and touchpoints.

To maintain the consistency needed to strengthen our brand, care must be taken when using our logo. For any questions regarding logo use, or to request a specialty logo, please contact the Marketing Department.

The "Al's" is the most recognizable and iconic part of the logo. May be used alone when needed.





The logo comes in the following lockups which should be the first choices in the majority of needs across all media including, but not limited to, business cards, print collateral, email newsletters, email signatures, and website pages.



With rare exception, Al's Purple is preferred, although an all-white logo is often used. Black is acceptable for black and white communications.

When using the Al's logo, it is important to maintain a consistency across all applications. DO NOT alter the logo by stretching it to abnormal proportions, or making other graphical changes such as beveling or shadows. Do NOT use colors that do not appear in Al's primary color set. DO NOT place logo over images with too much background noise and not enough contrast to be legible.



our **COLLATERAL**

Letterhead & Envelope



1220 N. Pacific Hwy.
Woodburn, OR 97071



Als' garden home

1220 N Pacific Hwy, Woodburn, OR 97071 (503) 981-1245

Woodburn • Sherwood • Gresham • Wilsonville
als-gardencenter.com



WOODBURN

1220 N Pacific Hwy, 97071
(503) 981-1245

SHERWOOD

16920 SW Roy Rogers Rd, 97140
(503) 726-1162

GRESHAM

7505 SE Hogan Rd, 97080
(503) 491-0771

WILSONVILLE

27755 SW Parkway Ave, 97070
(503) 855-3527

als-gardencenter.com



Business Cards

LAURA HAMMOND

Director of Marketing
LHammond@als-gardencenter.com
p. (503) 726-1162
f. (503) 726-1168





Fruit Tree Pollenizers 1/3

While many fruit trees are self-fertile, they are better when pollinated by another variety.

Almond

All-In-One	Self-fertile
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Apples

Braeburn	Self-fertile
Fuji	Self-fertile but better when pollinated by Yellow Delicious
Gala	Pollinize with Yellow Delicious
Golden Sentinel	Self-fertile but better when pollinated by North Pole
Granny Smith	Self-fertile
Gravenstein	Pollinize with Red or Yellow Delicious, Fuji or Gala
Honey Crisp	Pollinize with Yellow Delicious
Jonagold	Self-fertile but better when pollinated with Yellow Delicious, Fuji or Melrose
King	Pollinize with Yellow Delicious or Melrose
Liberty	Self-fertile but better when pollinated with Yellow Delicious
Lodi	Pollinize with Yellow Delicious
Melrose	Pollinize with Yellow Delicious
Northern Spy	Pollinize with Yellow Delicious
North Pole	Pollinize with Golden Sentinel
Pink Lady	Self-fertile
Red Delicious	Pollinize with Yellow Delicious
Red Jonathan	Self-fertile but better when pollinated with Yellow Delicious or Lodi
Red McIntosh	Self-fertile but better when pollinated with Liberty
Red Rome	Self-fertile
Scarlet Sentinel	Pollinize with Fuji, Gala or Honeycrisp
Spitzenburg	Self-fertile but better when pollinated by Yellow Delicious
Yellow Delicious	Self-fertile

Apricot

Puget Gold	Self-fertile but better with another variety
Tilton	Self-fertile but better with another variety

Cherry - Sour

Juliet	Self-fertile
Montmorency	Self-fertile

als-gardencenter.com

Al's Growing Guides

Notepad



WOODBURN
(503) 981-1245

SHERWOOD
(503) 726-1162

GRESHAM
(503) 491-0771

WILSONVILLE
(503) 855-3527

als-gardencenter.com



our **STORES**



Store Interior

The primary paint color for the interior of Al's retail stores is a Light Taupe that has been chosen to be inviting, yet neutral enough to allow the greens of our plants and the bright colors of product packaging to really stand out in contrast. The Dark Grey accent color - mostly for vertical pillars - adds contrast a sophistication to our stores. While used sparingly, Al's Purple may be used as an accent color.



Light Taupe



Dark Grey



Classic Purple

our **STORE SIGNAGE**

The signage you find inside our stores is a big extension of our brand identity, while collectively serving important but varying purposes.

From a simple price sign to a poster signifying a major marketing campaign, our signage is carefully designed to inform, educate, and inspire our customers.

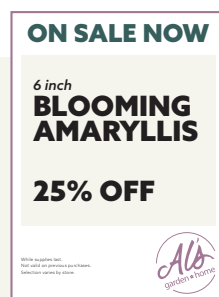
Signs will be created and distributed by the Marketing Department. Some signage, like sale signs and simple price signs, exist on an available drive for store managers to print internally, if needed. Please do not print on a black and white printer, and never hand-write a sign. If you are in need of signage that is unavailable or does not yet exist, please contact the Marketing Department, or fill out the appropriate sign request form.

Here is a list of the most common sign sizes and styles:

(1) 5x7s These signs are used to show standard pricing on plants, or give some general info. Can be displayed on the track over a plant table, a 5x7 metal display (outside), or an acrylic holder (inside). The material is waterproof sign paper. While they are 5 in. tall by 7 in. wide, they print 2 per perforated sheet. When ordering from marketing always order by the sheet. Ex: if you need 6 signs, please order 3 sheets.



(2) 911s Named for their odd size: 9 in. by 11.5 in., these signs are used for sale signs, campaign signs, and educational signs. They are waterproof for outdoor use, and fit in the green metal display stands.



(3) Aframes Named for the white "Sign-a-caid" A-frame display stands that they attach to. 24 in. wide by 36 in. tall. These are printed with the large-format printer and are used for sale signs and events. While a-frames are often double sided, when ordering from Marketing please order by the individual print.





(4) 21s Named for their size: 21" x 21". These signs are mounted on wooden frames and centered on plant product tables. They serve as an important way for customers to easily navigate the garden center.

(5) 42x60s These large prints are named for their dimension in inches, and hang from the ceiling of our stores. They are used to reinforce current campaigns. May be hung vertically or horizontally. The message and design are decided by Marketing and Visual, and will be delivered to stores; no ordering required.



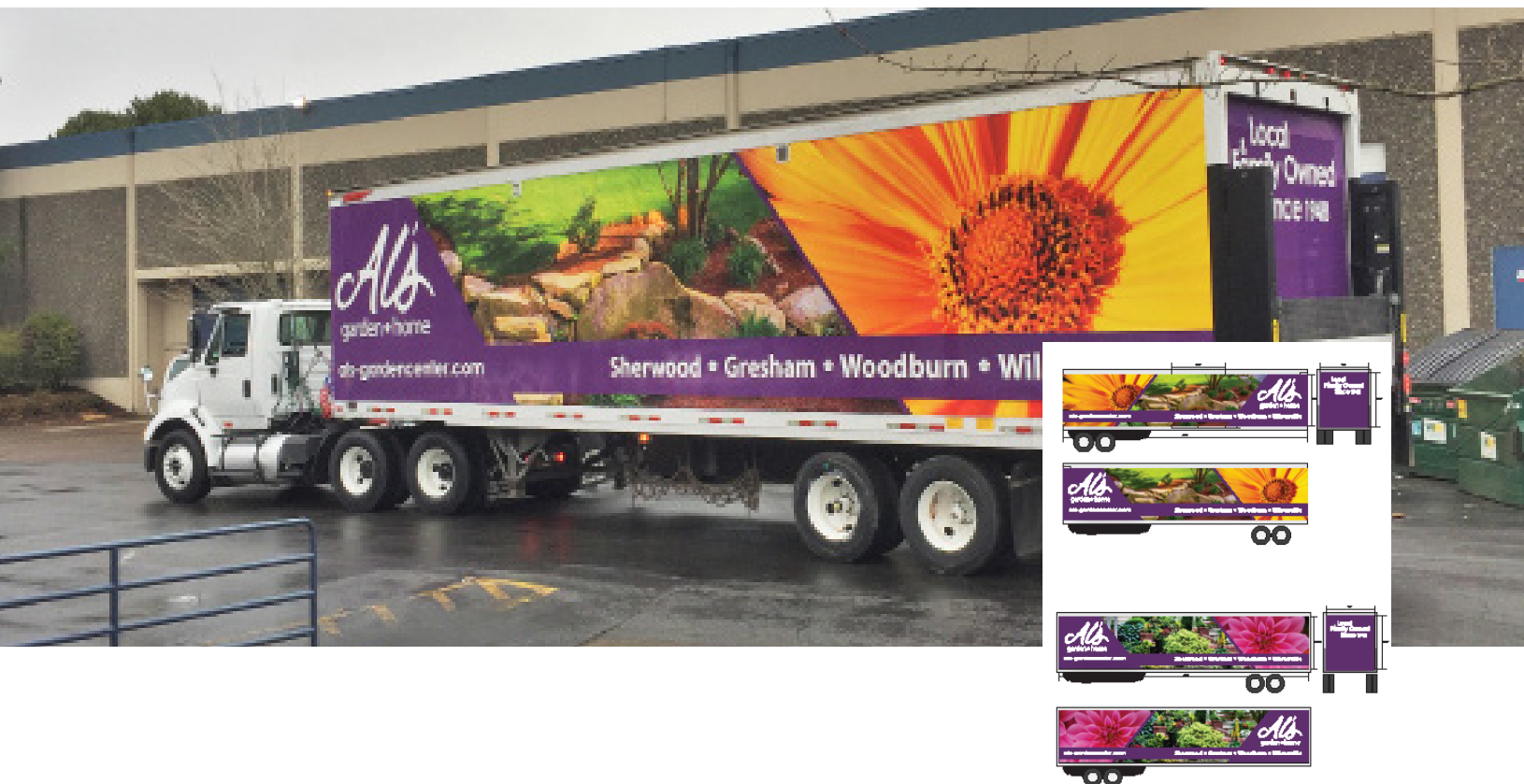
(6) Roadsigns These large prints serve as billboards outside of all Al's locations. They are our primary way to communicate with commuters as they drive by our stores, and inform them of sales, events, and other happenings at the garden centers. The message and design are decided by Marketing, and will be delivered to stores; no ordering required.



our **APPAREL & VEHICLES**

Al's Garden & Home stores are staffed with great people...Purple People, that is! The required clothing and apparel for floor staff has been designed to be instantly recognizable for a customer in need of assistance, reinforce our brand, and create a consistent experience from store to store.





Al's vehicles are an extension of our stores, and need to adhere to the brand standards. They are, after all, basically giant mobile billboards! Our large trucks are wrapped with bold and beautiful landscapes and blooms, and prominently feature our logo and Al's Purple. Look for them out and around our community. They shouldn't be hard to spot!



Our logo and colors tell the visual story of our brand identity, and consistency is critical in growing our brand and brand recognition.

Similarly, consistency is important in our written communications as well. We should always strive to “speak” in one voice - whether it is on an educational store sign, an informational blog post on our website, or the latest Instagram post.

Al’s Garden & Home’s voice tries to be informative and authoritative without sounding like a “know-it-all”.

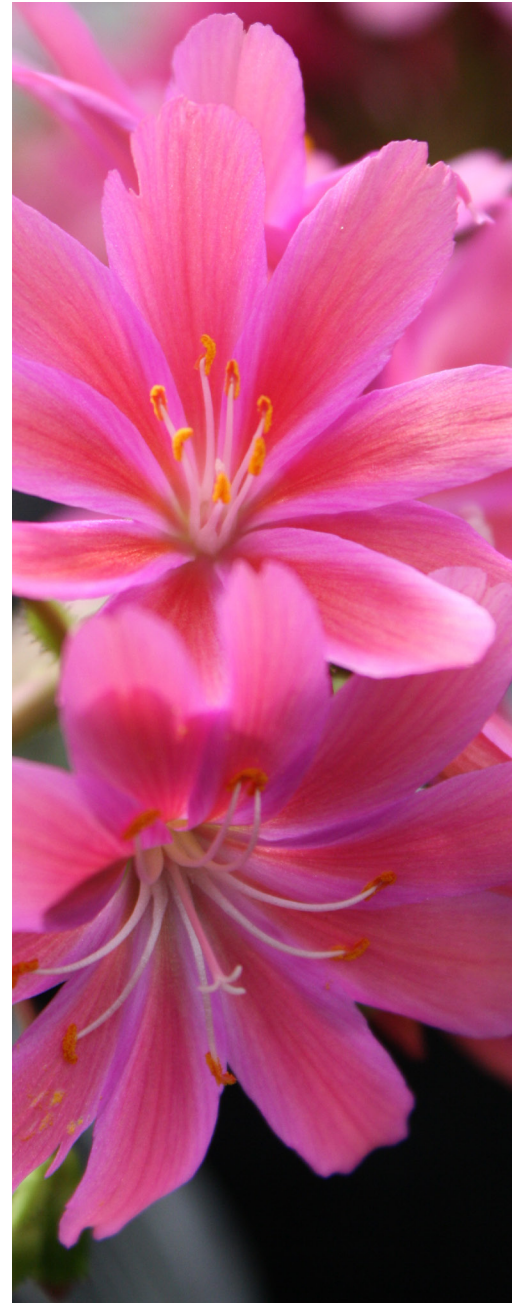
We want to be fun, without being overly silly. Little jokes and puns are OK, as long as they bring a little smile to the customer.

We want to be current, but avoid trendy slang.

We avoid using derogatory or offensive language at all costs, and have no need to sound “edgy”.

Along with a unified tone of voice, “Al’s Voice” also includes standardization when it comes to how to write common terms such as our locations, products, sizes, prices, dates, etc. When everyone coheres to these standards, our company appears more unified and our overall brand is strengthened.

For any questions regarding Al’s Voice, please contact the Marketing Department.





Locations

Al's of Sherwood

Al's of Woodburn

Al's of Gresham

Al's of Wilsonville

Individual Al's locations should always follow this convention. DO NOT say Al's *in* Woodburn, or The Gresham Al's

Use the above order of locations when listing all 4 stores individually

All Al's Locations

When referring to all 4 stores.

The Farm

Our growing operation in Hubbard is known as "The Farm". This is a proper noun and should be capitalized.

Our Products

When referring to Al's branded fertilizer, always write out the entire name, as shown below and make the font *Italicized*:

Al's All Purpose Water Soluble Fertilizer with Micro-Nutrients

Al's All Natural And Organic Transplanting Fertilizer

Al's Slow Release All Purpose Fertilizer

Al's All Natural And Organic Slow Release Fertilizer

Al's Gift Card

Separate words. Always include "Al's"

Sizes

1-gallon

Should be hyphenated with "gallon" spelled out.
Do not abbreviate

10 in. / 4 ft. / 3-6 ft.

Abbreviate "inch" and "foot"

Miscellaneous

All Purpose

Separate words. Do not hyphenate

Crape Myrtle

NOT Crepe Myrtle

\$5.99 .99^c

Make the "\$/¢" superscript

\$5.99^{/each}

"/each" about half price text size

1/15/19

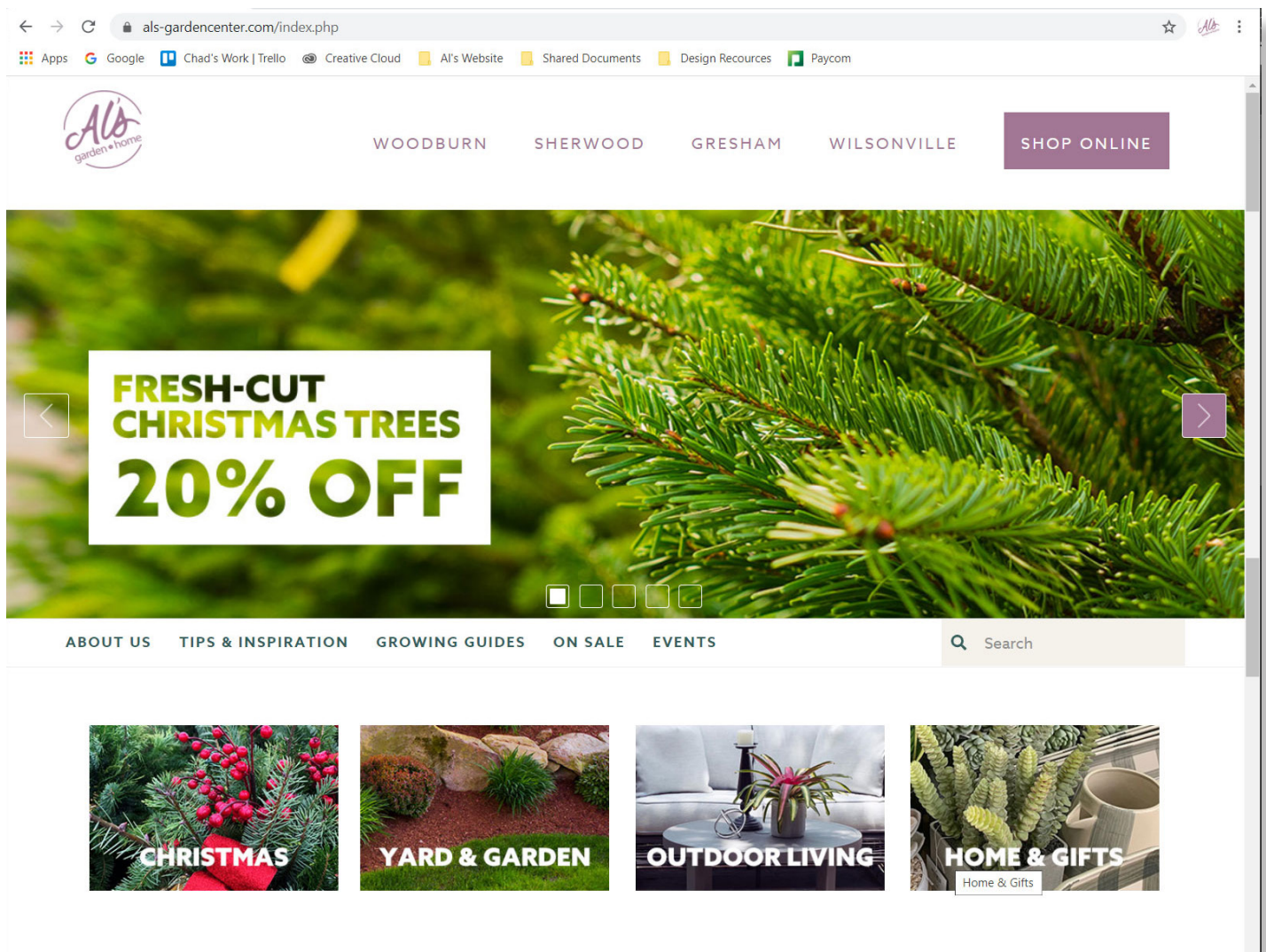
Use "/" for abbreviated dates

January 15th

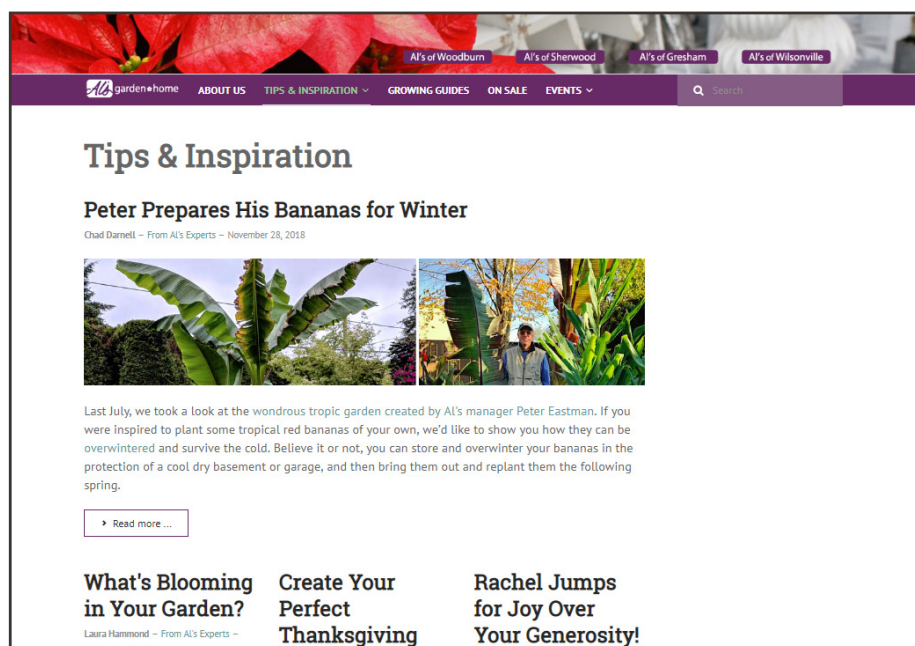
For written dates, always include the "st/nd/rd/th" in superscript

Al's Garden & Home **ON THE WEB**

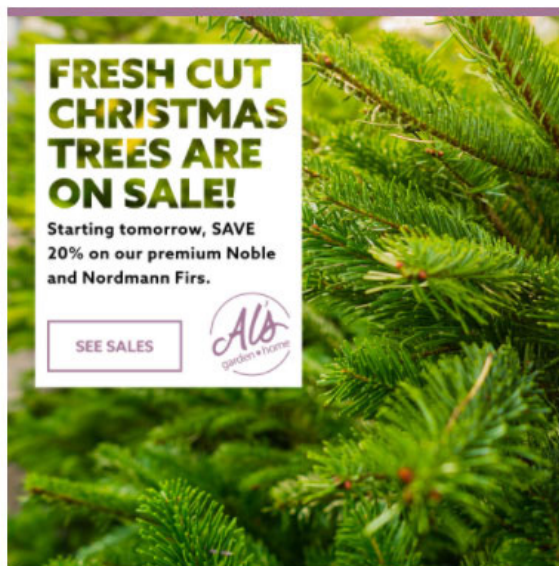
Our website (<https://www.als-gardencenter.com>) follows the same brand standards as our printed material and in-store signage. A clean white with pops of purple can be seen as the major color elements, and our approved fonts work with elegant quality photography.



The “Tips & Inspiration” page of our website is an opportunity to use our voice to demonstrate Al’s expertise in gardening, and showcase what makes us the go-to garden center in the area.



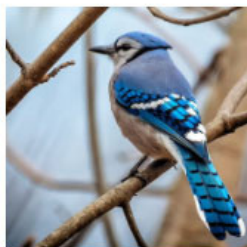
our NEWSLETTER & SOCIAL



From Al's Experts FEED THE BIRDS THIS WINTER

As we embrace the changing season with decorations and our favorite festive traditions, let's remember to take extra care of our feathered friends.

[READ MORE >>>](#)



Al's weekly Eblast newsletter is an extension of our website and our company's voice. It is a great way to communicate directly with customers. While its content can vary from week to week, depending on available content and marketing focus, there are some consistent elements:

The Cover Story

This is our main marketing focus for the week. Often announcing a sale, big event, or featured plant, the Lead Story always has a nice photograph, and attention-grabbing headline.

Secondary Feature

Often an inspirational blog post, this is a great way to use Al's voice.

Upcoming Events

These tiles are used to inform customers of upcoming events. Most often the Kids' Club event, and the Wine & Workshop Wednesday event.

"Mini Ads"

These graphical tiles are used to showcase products, events, and services, and direct customers to appropriate URLs. They can be for Al's, or third-party links (I.E. Les Schwab Toy Drive).

Each social channel is unique in how we promote or feature products, tips, sales, and inspiration. We follow trends and insert popular hashtags where it is appropriate. Following trends helps us stay relevant and reach our target audience.



Facebook

@alsgardenandhome

5 pages: 1 Brand page & 4 Location pages.
What's happening in stores, Sales, Campaign promotion, Events



Instagram

@alsgardenandhome

Inspirational beauty shots, Best of the Best, Campaign promotion



You Tube

/GrownByAls

Gardening Tips, What's in store, New Garden & Home Titles



Pinterest

/alsgardenandhome

Workshop photos, Kids' Club Photos, In-store inspiration.



Twitter

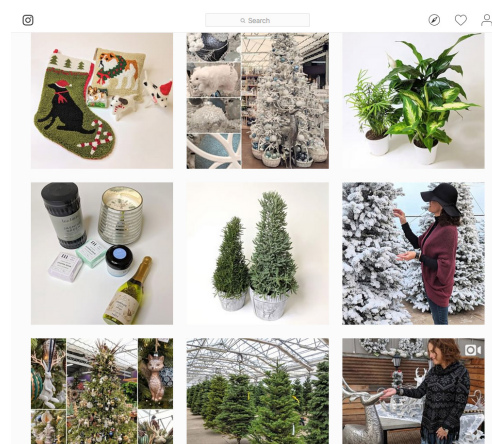
@alsgardenandhome

Sales, Weather updates, Campaign promotion.

Other Channels

We keep our hours and location information up to date on additional social channels in order convey the most important information to as many internet avenues as possible, including

Google, Yelp, Bing, Trip Advisor.



#'s

#ScratchNSniffSunday

#FashionFriday

#TreeTuesday

#WineAndWorkshopWednesday

#AlsKidsClub

#DogsOfAls



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