



Escape To Spring 2021

Style guide

Inspiration

Escape to Spring has always been about inviting Al's customers to escape from the cold of the winter and find renewal outside in their gardens. With 2020 keeping people isolated longer, that message has never been more relevant. With this in mind, Escape To Spring will focus on outdoor imagery: beautiful blue skies, sunny days, and the very symbol of spring renewal - the tulip.





Colors

Al's visual team has taken inspiration from the spring tulip in choosing colors for spring displays around the store. The two paint colors for visual displays are **Spinach Dip**, and **Shy Smile** - representing the green and pink hues of tulips. **Truck Blue** supports the large signage with the spring truck image, and a darker **Watermelon** color is added as well, but used sparingly for small accents. In keeping with Al's Brand Standards, White will also be prominent for a light, open, modern feel.



Spinach Dip

48 | 22 | 19 | 0

#90A244



Shy Smile

2 | 29 | 19 | 0

#F3BFBA



Truck Blue

88 | 46 | 18 | 1

#0077A6

**use sparingly*



Watermelon

18 | 79 | 16 | 0

#CC598E

**use sparingly*

Fonts

Escape To Spring will use Al's standard Azo Sans font family. The phrase "Escape To Spring" should use the Black Italic variant to convey movement and a sense of escape. Sale date information and related headlines will use the Bold variant.

ESCAPE*^{to} *SPRING

February 11th - 22nd



Graphics

The Escape to Spring graphic logo uses our Azo Sans Black Italic for an expressive and bold invitation. Following our brand standards, it may be white placed on solid backgrounds, or may use the “passthrough” effect when placed on appropriate photography. A small tulip line drawing accents the type logo and is available for accenting graphics (used sparingly).

ESCAPE^{to} SPRING

**ESCAPE^{to}
SPRING**

Long & Stacked
logo variants



Photography

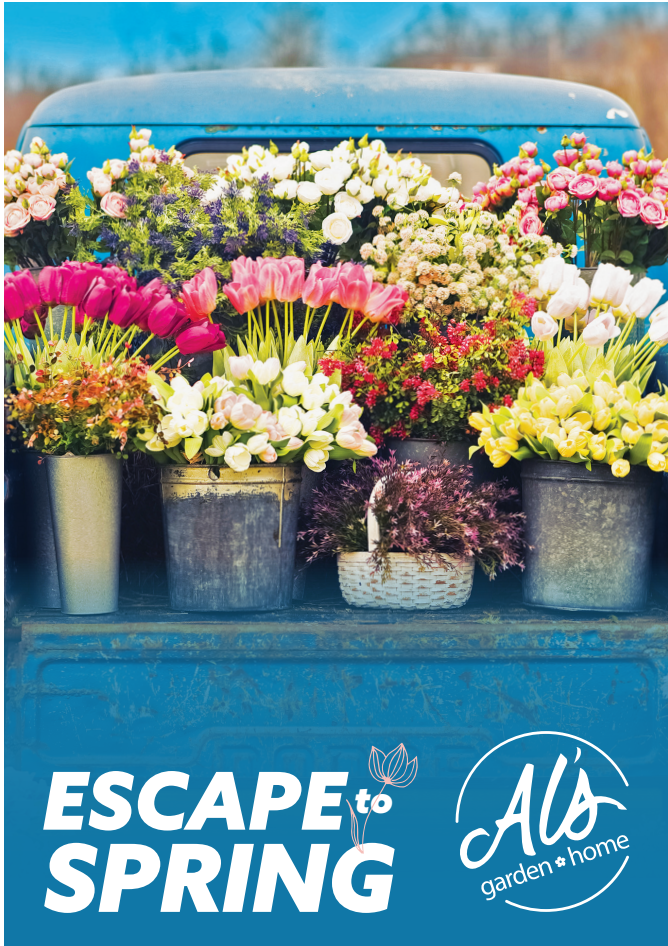
Furthering the Escape theme, the main image for Escape To Spring features an open, outdoor and airy photograph of a stylish truck full of spring flowers, notably the tulip. Using bright spring colors, including those found in the Escape To Spring color set, this photo represents the vitality and renewal of spring. These images are also used by Visual to inform there in-store displays and will lead to a cohesive feel between signage and displays. Sky color has been adjusted to match tone.



Other photography follows our brand guidelines, showing tight shots of high quality plant products with bright, natural lighting.



Print Signage



For large signage, the logo is contained within a solid color box, to allow the photograph to shine on its own.

Large Store Banners

42x60 Vertical

42x60 Horizontal



ESCAPE  SPRING

**All
PERENNIALS**

25% OFF

While supplies last.
Not valid on previous purchases.
Selection varies by store.



POP Sale Signs

911 Sale Sign

Sale Aframe

**20%
OFF
PERENNIALS**

ESCAPE  SPRING

Not valid on special orders or previous purchases.
While supplies last.
Selection varies by store.



Digital Assets

Website Rotators

Themed for individual sales





Display Ad

Newsletter Cover





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