'10 BRAND IDENTITY GUIDELINES

BEST BUY

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INTRODUCTION

BRAND IDENTITY GUIDELINES AND STANDARDS

The powerful Best Buy brand is one of the company's most valuable assets. To maintain the distinctive visual style and integrity of the Best Buy brand, we are pulling the pieces together to make it consistent. This includes a consistent strategy, customer promise, tagline, tone & style and look & feel—all of which are important parts of our Brand Identity Guidelines.

Building and protecting our brand by following brand identity standards is everyone's job. Maintaining a strong, consistent organizational identity ensures that people know who we are and what we do. It's also a critical step toward promoting customer loyalty.

Our customer-facing communications must be a direct reflection of the quality we deliver to our customers through our employees. That includes what we say and how we say it—through design, copy tone, imagery, layout, typography and color.

The following Brand Identity Guidelines establish the basic brand elements that we all need to follow to protect, support and strengthen the Best Buy brand in everything we do.

BRAND EQUITY

=$21.981 BILLION*

*Source: Interbrand—Best Retail Brands 2009

BRAND POSITIONING

PEOPLE, TECHNOLOGY & THE PURSUIT OF HAPPINESS

In today's digital world, technology is a natural part of our lives. When it works, technology is magic. But with the speed and complexity of tech advancement, increasingly it creates techno-stress. People know what they want, such as more time with their family or a more efficient way to work, but they need help making it happen. That help could be something simple like getting the right cable so a new Blu-ray player works. Or it could be highly aspirational, such as installing the world's greatest home theater system in time for the Big Game.

As more stores offer the same products and services, customer service becomes more important than ever. Only Best Buy has Blue Shirts—real, knowledgeable salespeople helping customers with their technology dreams. We must deliver an experience that minimizes techno-stress and restores our customers' sense of wonder with technology.

Taking customer service even a few steps further, we created Dream Support, an idea that defines our ability to make customers' lives better with technology. Dream Support separates Best Buy from our competitors because it means we are open, honest and accessible to our customers. We encourage them to try new things and discover the latest and greatest in technology and entertainment.

Dream Support means we want our customers to believe their dreams are possible because of us, and we want to make sure that buyers are happy.

BRAND VOICE

OPTIMISTIC, CONVERSATIONAL, REAL AND GENUINE

Yes, we're technology gurus. But let's not speak that way. Sure, we know all the techno-jargon and electro-terms. But our customers often don't, and we need to be the stable, trusted place they can count on to bring all the complex, mysterious tech stuff down to earth. That means we need to speak to them on their terms. In their words. So we should be cheerful, conversational, real and genuine. Now that doesn't mean we talk down to them. It just means we should speak to them like they're old friends.

And pretty soon, they will be.

OPTIMISTIC, CONVERSATIONAL, REAL AND GENUINE

BRAND AT-A-GLANCE

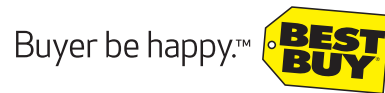## ▶ LOGOS AND LOCKUPS

Primary Logo

Secondary Logo

Primary Logo with Lockup

Secondary Logo with Lockup

Buyer be happy.™

▶ COLOR PALETTE

Best Buy Yellow

Color:	Process Yellow
CMYK:	0 0 100 0
RGB:	255 242 0
HEX:	fff200

Best Buy Blue*

Pantone:	2955 C/U
CMYK:	100 56 11 54
RGB:	0 59 100
HEX:	003b64

Blue Gradient

PMS2935 TO PMS2955
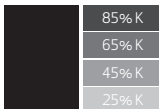
*Use spot blue whenever possible.

Shirt Color

Pantone:	293 C/U
CMYK:	100 57 0 2

Supporting Color

85% K
65% K
45% K
25% K

Color:	Process Black
CMYK:	0 0 0 100
RGB:	17 17 17
HEX:	231f20

▶ TYPOGRAPHY

▶ **KNOCKOUT ULTIMATE SUMO**
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

▶ **KNOCKOUT FULL FEATHERWEIGHT**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
0123456789

▶ BBY Apex Book
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

▶ BBY Apex Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

▶ Futura Std Light Condensed
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

SHORT HEADLINE
WITH A SHORT SUBHEAD
Longer subheads in Knockout 68 Full Featherwt in sentence case.

Longer headlines are set in sentence case for better readability.
Longer subheads, supporting text and body copy in BBY Apex Book in sentence case.

REASON **27**

Knockout Ultimate Sumo (All Caps) Leading is equal to the horizontal height of a typeset dash. Tracking is -10.

Knockout Ultimate Sumo (Sentence Case) Leading is equal to the height of a typeset dash from the baseline to the ascender. If the line is such that the descenders and ascenders are touching, the leading is equal to half the horizontal height of the dash from the descender to the ascender. Tracking is -10.

Knockout Full Featherweight (All Caps) Leading is equal to the horizontal height of the dash. Tracking is -5.

Knockout Full Featherweight (Sentence Case) Refer to Knockout Ultimate Sumo (Sentence Case). Tracking is -5.

BBY Apex Book/Medium as Body Copy Leading is 110% of the font size (Font Size x 1.1 = Leading). Tracking is 0.

▶ PHOTOGRAPHY

Best Buy Blue Shirts

Product Imagery

Lifestyle Imagery

LOGOS

PRIMARY LOGO – UNITED STATES

The line art rule that defines the logo's outer edge prints at all times regardless of background color or image. The background color or image appears inside the tag's hole punch.

The grayscale logo is to be used only in instances when color is not an option (i.e., printing in grayscale).

▶ COLOR

Blue   Black   Gray   Yellow

▶ GRAYSCALE

Black   Gray

LOGOS

PRIMARY LOGO – GLOBAL

The Best Buy stylized wordmark is not currently registered throughout the world, and it is inappropriate and unlawful to use the (®) symbol with unregistered marks. Please consult the legal department if you are in doubt about the correct usage of the stylized wordmark in your country.

U.S. & Mexico Usage
Best Buy stylized wordmark: The (®) symbol should appear adjacent to the Best Buy stylized wordmark the first time it is used in all prominent uses of the mark.

Canada Usage
Best Buy stylized wordmark: The (®MD) symbol should appear adjacent to the Best Buy stylized wordmark the first time it is used in all prominent uses of the mark.

U.K. & Turkey Usage
Best Buy stylized wordmark: The (™) symbol should appear adjacent to the Best Buy stylized wordmark in all prominent uses of the mark.

China Usage
Best Buy stylized wordmark: Neither the (™) nor the (®) symbol should appear adjacent to the Best Buy stylized wordmark.

TRADEMARKING BEST BUY IN TEXT

When the Best Buy name is used in text, the (®) or (™)—whichever is appropriate for your country—should be placed adjacent to the name (in superscript) on the first mention of each page it appears.

▶ ® UNITED STATES | MEXICO

▶ ®MD CANADA

▶ ™ UNITED KINGDOM | TURKEY

▶ NO MARK | CHINA

LOGOS

SECONDARY LOGO – UNITED STATES

When placing the horizontal logo on a field with more than 45% tint, use the white stylized wordmark.

The line art stroke that defines the tag's outer edge prints at all times regardless of background color or image. The background color or image appears inside the tag's hole punch.

These secondary logos should be used sparingly. The primary logo is preferred and should be used whenever possible.

▶ COLOR

Best Buy Blue	Black	Yellow

Less than 45% K	Greater than 45% K

▶ GRAYSCALE

Less than 45% K	Greater than 45% K

Black

LOGOS

SECONDARY LOGO – GLOBAL

▶ ® UNITED STATES | MEXICO

▶ ®MD CANADA

▶ ™ UNITED KINGDOM | TURKEY

▶ NO MARK | CHINA

TO BE COMPLETED

LOGOS WITH TAGLINE

LOGO LOCKUPS - UNITED STATES

The "Buyer be happy.™ " tagline instills optimism and confidence. At Best Buy, customers can shop, get help, ease techno-stress and feel great about their purchases.

This new tagline should never be used without the Best Buy logo or an image of a Blue Shirt.

It can appear stacked with the tag logo or horizontally to the left of the tag logo. Use the traditional lockup in most cases. When the tagline is under 16 points, use the small space lockup.

The grayscale lockups are to be used only in instances when color is not an option (i.e., printing in grayscale).

▶ COLOR

For Normal Applications

For Small Applications

For Normal Applications

For Small Applications
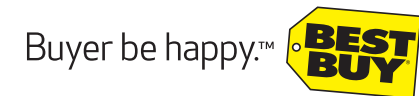
▶ GRAYSCALE

Black

Less than 45% K
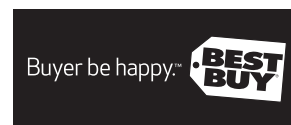
Greater than 45% K

Black

Less than 45% K

Greater than 45% K

LOGO WITH TAGLINE

LOGO LOCKUPS – GLOBAL

▶ **UNITED KINGDOM**

This is how it works
at Best Buy

▶ **MEXICO**

Innovaciones que
mejoran tu vida

▶ **HISPANIC**

Más Tuyo

▶ **TURKEY**

Teknoloji...Yaninizda

LOGOS WITH TAGLINE

LOGO LOCKUPS – HISPANIC

This new tagline should never be used without the Best Buy logo or an image of a Blue Shirt.

It can appear stacked with the tag logo or horizontally to the left of the tag logo. Use the traditional lockup in most cases. When the tagline is under 16 points, use the small space lockup.

The grayscale lockups are to be used only in instances when color is not an option (i.e., printing in grayscale).

▶ COLOR

For Normal Applications

For Small Applications

For Normal Applications

For Small Applications

▶ GRAYSCALE

Black

Less than 45% K

Greater than 45% K

Black

Less than 45% K

Greater than 45% K

LOGO USAGE

ROTATION

The Best Buy logo sits on a prescribed angle as shown. This is the ONLY position allowed when using the mark.

SAFE SPACE

The primary logo presentation is enhanced by maintaining a clear area, void of all imagery surrounding the logo. This area is defined by the cap height of the "B" within the logo.

The secondary logo adheres to the same safe space rules as the primary logo. This area is defined by the cap height of the "B" from the stylized wordmark.

Note: Approved taglines are the exception to this rule.

MINIMUM SIZE

To ensure legibility and brand consistency, the "B" in the Best Buy tag logo must never be reduced any smaller than a .0825" box.

▶ **ROTATION**

5°

▶ **SAFE SPACE**

▶ **MINIMUM SIZE**

.0825" minimum

LOGO USAGE

IMPROPER LOGO USAGE

Best Buy relies on a consistent use of its mark to present a strong and recognizable image to consumers. Changing the properties of the logo is prohibited. The Tag must be legible and the trademark notice recognizable.

Note: The examples of improper usage on the right illustrate the main misinterpretations that may occur; however, the list is not exhaustive.

DO NOT flip the logo.

DO NOT flip the logo.

DO NOT adjust the rotation of the logo.

DO NOT adjust the proportions of the logo.

DO NOT independently move or scale the elements.

DO NOT adjust the rule weight of the logo.

DO NOT modify the approved colors of the logo.

DO NOT place the logo over photos, patterns or busy imagery.

DO NOT use the stylized wordmark without the Tag.

DO NOT use the horizontal wordmark in conjunction with the primary logo.

DO NOT modify the approved color of the secondary logo.

DO NOT place the Tag art to the left of the horizontal wordmark.

TAGLINE USAGE

APPROVED BLUE SHIRT TREATMENTS

When considering the size relationship of the tagline to a Blue Shirt, keep the line length of the tagline no longer than the widest portion of the Blue Shirt's body.

When placing the tagline next to a Blue Shirt, allow a safe space of a double-B between the end of the trademarked tagline and the image.

Buyer be happy.™

REASON 27

E MOBILE RADE CHECKS.
's time to upgrade to a better phone.

Buyer be happy.™

Buyer be happy.™
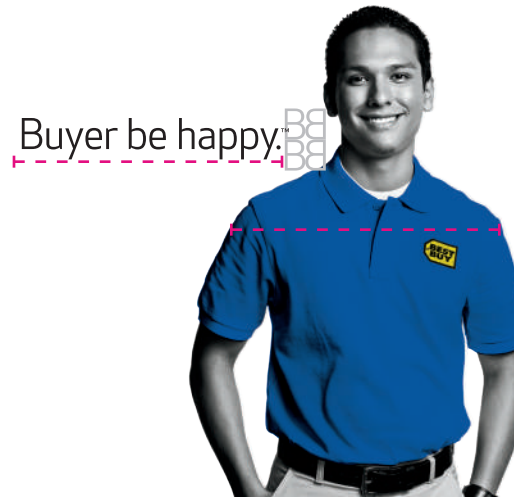
COLOR SYSTEMS

PRIMARY COLORS

Yellow
Looking at the Best Buy logo as our foundation, yellow is the main color used heavily in advertising and in promotional pieces. A vibrant, fresh and friendly color, yellow evokes optimism.

Blue
Looking at Blue Shirts as the differentiators between Best Buy and our competition, blue is the main color used for navigation and informational messaging. Representing expertise, dependability and stability, blue can also be used to give a sense of intelligence and intellect.

Color:	Process Yellow
CMYK:	0 0 100 0
RGB:	255 242 0
HEX:	fff200

Best Buy Yellow

Pantone:	2955 C/U
CMYK:	100 56 11 54
RGB:	0 59 100
HEX:	003b64

Best Buy Blue

Shirt Color
Pantone: 293 C/U
CMYK: 100 57 0 2

Note: To ensure consistency, use the spot blue whenever possible.

Gradient: PMS 2935 to PMS 2955
HEX: 000000 to 003b64

COLOR SYSTEMS

SUPPORTING COLORS

Grayscale
Gray and white can be used as accent colors for copy and large graphic shapes.

To maintain consistency in both litho and screen printing, Lab colors must be used. At right are the breakdowns for each percentage of gray.

Note: When manually entering the lab color values, round them to the nearest whole value.

Red (Value Messaging)
The color red translates as value to our customers. Red should be used to communicate only specific value messages (e.g., Clearance, As Advertised). Doing so will help customers shop multiple locations easily by quickly identifying such value-driven offers.

Note: Red value messaging is to be used only in very specific circumstances; for questions on appropriate usage, please contact:

Jason Boso (jason.boso@bestbuy.com).

Color:	Process Black
CMYK:	0 0 0 100
RGB:	17 17 17
HEX:	231f20

Black

85% K	RGB: 73 74 74	65% K	RGB: 115 116 116
	LAB: 36.84 0.19 -2.35		LAB: 53.95 0.39 -3.65
	HEX: #49494a		HEX: #737474

45% K	RGB: 154 155 155	25% K	RGB: 195 196 196
	LAB: 66.83 0.69 -4.20		LAB: 78.38 1.10 -4.41
	HEX: #9a9b9b		HEX: #c3c4c4

10% K	RGB: 232 232 233
	WEB ONLY USAGE
	HEX: #e7e7e7

Pantone:	186 C/U
CMYK:	6 99 81 12
RGB:	174 18 49
HEX:	ae1231

Value Red

TYPOGRAPHY

DISPLAY FONTS

Use of the Best Buy–approved fonts supports the personality of the Best Buy voice, provides consistent representation of the brand and allows messaging to be dynamic, confident and clear.

The two main headline fonts are Knockout Ultimate Sumo and Knockout Full Featherweight. All caps should be used for short headlines and subheads, while sentence case should be used for longer headlines and subheads.

Knockout Ultimate Sumo

Ultimate Sumo is only to be used for headlines. It can either be used in all caps for bold short headlines, or in sentence case, for longer, friendlier headers.

Knockout Full Featherweight

Full Featherweight can be used for both headlines and sub-heads, in both all-caps and sentence case. The condensed nature of Full Featherweight means that it is more flexible than the Ultimate Sumo and can be used to achieve bold messages when you have little space or a lot to say in a small space. Again, when used in sentence case, you have the opportunity to speak in a more approachable tone and also use more words than you would when using the Ultimate Sumo

Music and Movie Titles

In copy, it is standard for movie, album and video game titles to be italicized. To achieve italics with Knockout, which does not have its own italic font option, skew the text 10° as shown at right.

▶ **KNOCKOUT ULTIMATE SUMO**
ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxy&z
0123456789

Knockout Ultimate Sumo is used as a headline in all caps or sentence case.

KNOCKOUT ULTIMATE SUMO (ALL CAPS)
•• Leading is equal to the horizontal height of the dash. ••
Tracking is 0.

Knockout Ultimate Sumo (Sentence Case)
•• Leading is equal to the horizontal height of a typeset dash from the baseline to the ascender. ••
If the line is such that the descenders and ascenders are touching, the leading is equal to half the height of the dash from the descender to the ascender. Tracking is 0.

▶ **KNOCKOUT FULL FEATHERWEIGHT**
ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxy&z
0123456789

Knockout Full Featherweight is used as a headline or subhead in all caps or sentence case.

KNOCKOUT FULL FEATHERWEIGHT (ALL CAPS)
•• Leading is equal to the horizontal height of a typeset dash. ••
Tracking is 0.

Knockout Full Featherweight (Sentence Case)
•• Leading is equal to the horizontal height of a typeset dash from the baseline to the ascender. ••
If the line is such that the descenders and ascenders are touching, the leading is equal to half the height of the dash from the descender to the ascender. Tracking is -5.

▶ *MUSIC AND MOVIE TITLES*
MUSIC AND MOVIE TITLES   Skewed 10˚

TYPOGRAPHY

BODY COPY FONTS

BBY Apex

BBY Apex Book and BBY Apex Medium are the only fonts that should be used for body copy. BBY Apex Book should also be used for one or two-line legal disclaimers.

Note: BBY Apex should not be used in all caps.

Futura Std Light Condensed

Futura Standard Light Condensed is the other option for legal text. It should be used for longer disclaimers, such as coupon or sweepstakes text, or in instances in which space is limited.

Note: For additional information on web-based fonts, see page 23.

▶ **BBY Apex Medium**
ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxy&z
0123456789

BBY Apex Medium is used for body copy only when a bold typeface is needed. It should always be in sentence case.

Apex Medium as Body Copy (Sentence Case)
Leading is 110% of the font size (Font Size x 1.1 = Leading). Tracking is 0.

▶ BBY Apex Book
ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxy&z
0123456789

BBY Apex Book is used as body copy in sentence case.

Apex Book as Body Copy (Sentence Case)
Leading is 110% of the font size (Font Size x 1.1 = Leading). Tracking is 0.

Apex Book as Disclaimer Text (Sentence Case)
Font size should always be set at a minimum of 8 points with 8.5 leading. Disclaimer text should increase proportionally so that text is legible on larger designs.

▶ Futura Std Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXY&Z
abcdefghijklmnopqrstuvwxy&z
0123456789

Futura Standard Light Condensed as Disclaimer Text (Sentence Case)
Font size should usually be set at a minimum of 8 points with 8.5 leading. Sweepstakes text, however, can be 6 points. Disclaimer text should increase proportionally so that text is legible on larger designs.

TYPOGRAPHY

USAGE

Headline Length
All-cap headlines can be anywhere from 1–3 lines; the longer of these should be headlines with relatively few words. For 2- or 3-line headlines with more text, sentence case should be used. Four-line headlines, due to their length, should always be sentence case. Headlines should never exceed 4 lines.

Justification
Left justified text is preferred for all copy. However, full justification is also an option when needed. Center justification should be used sparingly.

Colors Usage
For headlines/subheads on white or yellow, use 85%, 65% or 45%. No more than two grays should be used in a design. In addition, 100% black can be used when the design requires overprinting or legal copy.

Using yellow on gray is OK. When using yellow copy on white or vice versa, the headline must be large enough to reduce the visual tension created by the color combination (see example bottom right).

Ligatures
No matter the design program being used, ligatures (which are often a default setting) should be turned off so that all Best Buy–approved fonts appear as legible as possible. Please check and correct, if necessary, your individual program's settings.

▶ **SHORT HEADLINE**

SHORT HEADLINE
WITH A SHORT SUBHEAD
Longer subheads in Knockout Full Featherweight in sentence case

x — Leading is the height of the dash. Tracking is 0.

x — Space of an all-caps subhead to the headline is also the height of the headline dash.

x — Space of a sentence case subhead to headline is the x-height of the of subhead.

x, x — Leading is half the height of the dash from the descender to the ascender.

▶ **LONG HEADLINE**

Longer headlines are set in sentence case for better readability
Supporting text and body copy in BBY Apex Book and **BBY Apex Medium** in sentence case.

x — Leading is the height of the dash from the descender to the ascender.

x — Space of a sentence case subhead to headline is the x-height of the of subhead.

▶ **OTHER USAGE**

REASON 27

TYPOGRAPHY

SUPERSCRIPTS

Price Construction
The dollar sign should always be superscript, and when used, the cent amount should be as well. As a graphic, the price should never have a decimal point between the dollar and cent amounts; however, mentions of price in body copy should have the decimal point format.

Percent Symbol
In a price box or bubble, a percent symbol should be superscript for easier reading. However, in body copy, percent symbols should appear full size.

Reference Numbers
When using Knockout in either its Full Featherweight or Sumo version, and a superscripted disclaimer reference number is needed, it is recommended that you use Futura Std Light Condensed for the font.

▶ PRICE CONSTRUCTION

$59[99]

Cap lines should be equal

All parts of the price are in the same point size; use your program's superscript feature to create the superscript dollar sign and cent amount

▶ PERCENT SYMBOL

10[%]

Cap lines should be equal

All parts of the percent amount are in the same point size; use your program's superscript feature to create the superscript percent sign

▶ REFERENCE NUMBERS

LIMITED[1]

Cap lines should be equal

TYPOGRAPHY

WEB-BASED FONTS

Use of Best Buy–approved fonts online supports the overall brand voice and integrates design elements across channels. Consider the tone and the mission of the site you are developing, as well as Search Engine Optimization and Section 508 of the Rehabilitation Act when choosing typography for Best Buy sites.

HTML Text
• HTML headers should be set in Trebuchet, Tahoma, Arial, sans serif.
• HTML body and supporting copy should be set in Arial, Verdana, Helvetica, sans serif.
• To assure legibility, body copy should be set at 11px (0.8em) minimum.
• 8px Arial is the minimum size for legal copy.
• Line height is set to 2 increments over the point size (12px = 14px line height).

Type in Images
• For point sizes 11px and under, anti-aliasing should be set to "Strong" to retain legibility. For larger sizes use "Crisp" anti-aliasing.
• Note that HTML type is preferred over setting type in images.

EMBEDDING FONTS

There are currently ways to embed fonts using @font-face, JavaScript, or SIFR; however each of these methods still have certain drawbacks. At this time we believe that there are enough legal and browser support issues to recommend not using font embedding on the Best Buy enterprise web sites.

Global branding areas are set in BBY Apex

Buttons are set in BBY Apex all caps and must follow the button standards
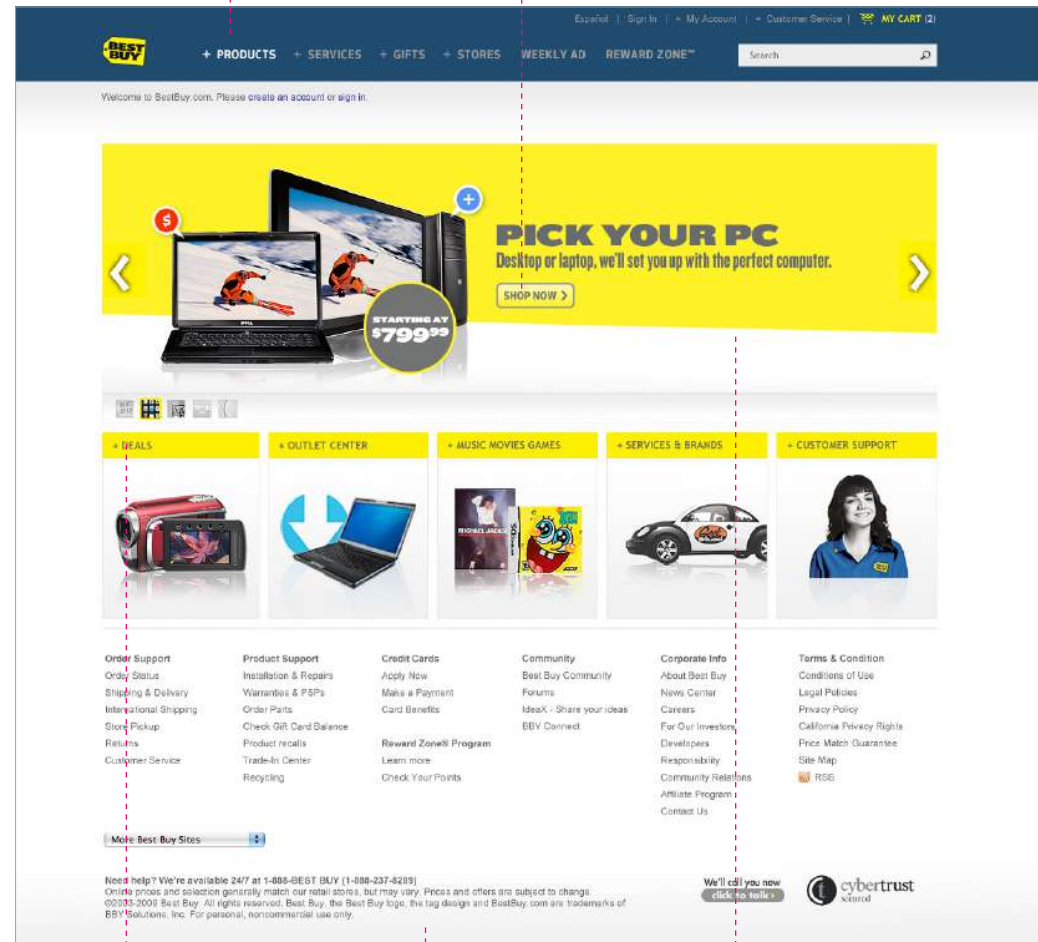
HTML headers should be set in CSS as Trebuchet, Tahoma, Arial, sans-serif

Body and legal copy should be set in Arial, Verdana, Helvetica, san-serif

Primary branding and campain areas should be set in Knockout

PHOTOGRAPHY

Execution
Blue Shirts are photographed in color and then transformed into a combination of black and white and color. Only the blue of their shirts and the yellow of the tag on their shirt remain in color. Masks can be offset to create a looser, friendlier feel. Think old-school silk screen posters.

Casting
We have over 150,000 Blue Shirts of every age and demographic across the country. So, in terms of casting, the door is wide open. Just be sure to select people who come across as friendly and approachable. A good rule of thumb is to choose those people you'd want to talk to if you were in a Best Buy store.

Style
Attitude is very important. Our Blue Shirts should always be warm and confident, never proud or boastful. This is especially true in our communications. Keep that in mind when photographing Blue Shirts. Make sure their body language is always natural and optimistic. Don't try to pose them; let them be themselves. Our photography should feel candid and authentic and, above all, welcoming.

Treatment
The simple, bold, flatly colored treatment recalls the work of designer photography, black-and-white portraiture and a less-sophisticated screen-print aesthetic. Together, these visual components create a vibrant, timeless look distinctive to Best Buy.
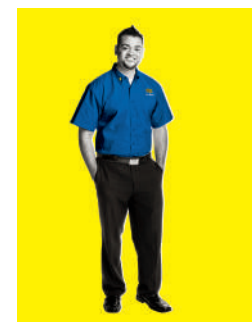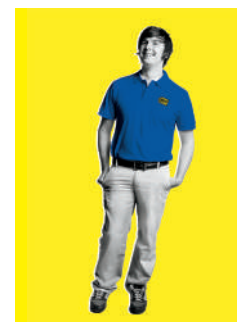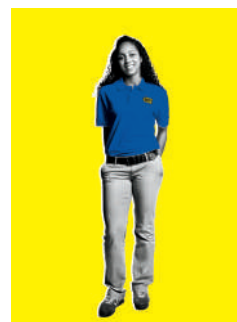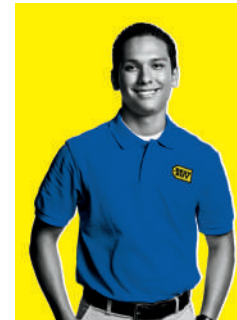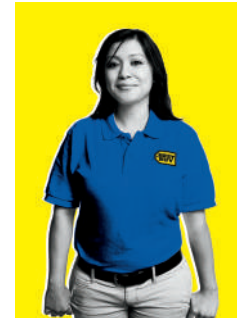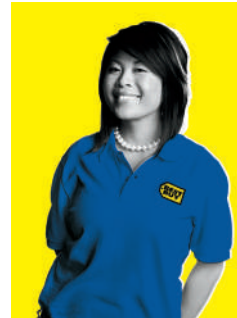
PHOTOGRAPHY

PRODUCT IMAGERY

Regardless of the angle or perspective of the camera lens, the products we sell must always be presented consistent with our imagery.

Product shots can be used against a yellow background with an offset white mask, inside of a white outlined "tag circle" or against white or gray.

To achieve the yellow background technique, follow these steps:

1) Start with a color photo.

2) Create a loose white mask of the image.

3) Slightly offset color product image on top of the white mask.

On yellow with white mask

On white circle framed in yellow, tightly cropped
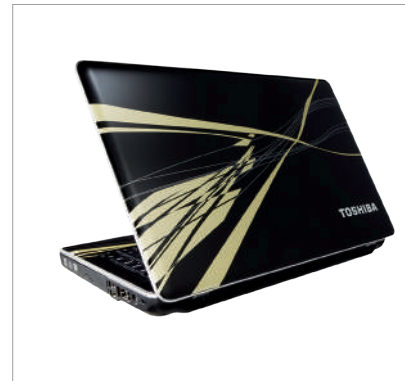
On white without reflection

PHOTOGRAPHY

PRODUCT PHOTOGRAPHY REFLECTIONS

To add dimension or aesthetic appeal to a design, product reflections are an option.

How To: Adobe Photoshop
If you are building reflections for product photography in Adobe Photoshop, follow the steps shown at right. Note that reflections must always be on a white background.

Step 1: Knock out the background and create two layers of the object you want to reflect. One layer will be the object, the other will be the reflection. Extend the canvas size if needed.

Step 2: Take the reflection layer, flip it vertically and skew the perspective to create a mirror image of the object layer.

Step 3: Drop the reflection layer opacity (usually below 30%) and give it a Gaussian Blur of 1 to soften it.

Step 4: Create a layer mask and use a gradient or large brush to create a soft fade. Add shadows to the object layer if needed.

PHOTOGRAPHY

LIFESTYLE IMAGERY

Photography Role
Best Buy lifestyle photography is about highlighting the benefit of the products. Whether as individuals or in groups, at home or on holiday, photography should feature real people, in everyday settings and believable situations (no studio wall backdrops).

Photography Style
Images should be predominantly of one color (red, yellow, blue or green). Colors are bold, vibrant, fresh and saturated.

Foregrounds are crisp and detailed, while backgrounds should be clean, uncluttered and out of focus.

Crops can vary from an intimate close-up over someone's shoulder to a broad, wide-angle view. Be adventurous and make your crops interesting.

Photography Content
Images must show the benefit of the product. It is not always necessary to show the product itself – the imagery is more about what the product allows the person to experience, see or capture.

Images can be with or without people. People can be shown individually or in groups. 'Moods' are always positive, content and happy. This can vary from a calm, reflective feel to a energetic and excited tone.

Show product without being able to recognise the brand or model

Interesting crop to help focus on benefit and emotion

Crisp, detailed foreground

Positive and optimistic subject matter

Bold, vibrant, fresh colors

Clean and uncluttered background to help focus on key benefit of image

SUPPORT GRAPHICS

PROPER TAG USAGE AS A GRAPHIC ELEMENT

When using the tag to create a graphic pattern, the line rule should be removed. The tag can be turned to other colors in the Best Buy pallet. It can also be rotated in any direction on a north, south, east or west axis.

▶ GRAPHIC ELEMENT
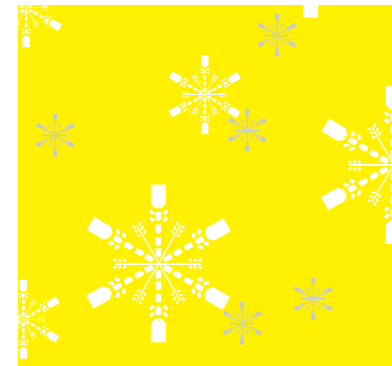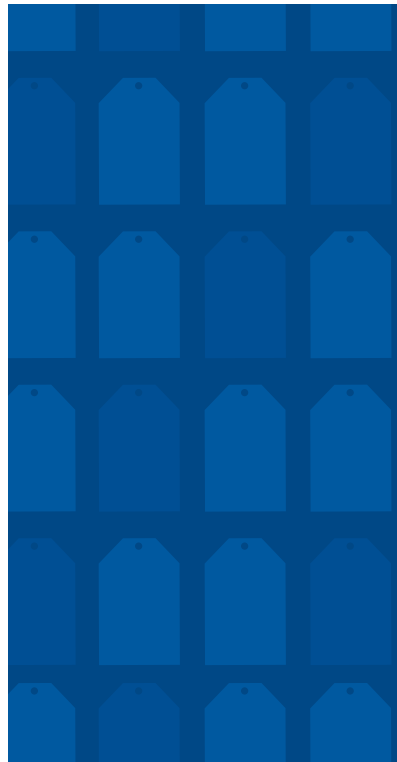
SUPPORT GRAPHICS

GRAPHIC BUBBLES

As support graphics, dialogue boxes, copy bubbles and dialogue headers are personable and informal. However, it's essential to be consistent in their use.

Dialogue Box
The pointed element of a dialogue box should appear flush right or left (as shown) and point directly toward another element (e.g., a Blue Shirt). A dialogue box should always have surrounding context and never be used alone.

Note: Boxes including the point must be scaled proportionately.

Copy Bubble
Round copy bubbles can be used in a multitude of ways. A copy bubble's text can include the first part of a headline (e.g., 10% OFF) or be used to hold standalone copy. Copy bubble placement is wide in latitude (e.g., at the left of headline text, overlapping an image, above headline or body copy, etc.).

Dialogue Boxes vs. Copy Bubbles
A single dialogue box should be used only to highlight preferred and prominent features and offers. Round copy bubbles can be used more liberally and frequently. The two types can be used together, but round copy bubbles should always appear subordinate to the message of the dialogue box.

▶ **DIALOGUE BOX**

NEXTCLASS
LAPTOPS

▶ **COPY BUBBLE**

SHORT
HEADER
SUBHEAD

with body copy inserted

▶ **DIALOGUE HEADER EXAMPLE**

SHORT
HEADLINE

5° Yellow field can be straight, 5° minimum to 10° degrees maximum in either direction, but never from one corner to another.

SUPPORT GRAPHICS

PRICING BUBBLES

As support graphics, price boxes and price bubbles can be used to highlight bundle pricing and special or exclusive offers. However, like dialogue bubbles, it's essential to be consistent in their use.

Price Box
The pointed element of a price box should appear flush right or left (as shown) and point directly toward another element (e.g., a product).

Price Bubble
Round price bubbles can be used in a variety of ways. A price bubble's text can include the first part of a headline or be used to hold a standalone price.

Price Boxes vs. Price Bubbles
A single price box should be used only to highlight preferred and prominent offers. Round price bubbles can be used more liberally and frequently. The two types can be used together, but round price bubbles should always appear subordinate to price boxes used on the same page.

Alignment
A general rule to follow is for the price to be centered equally within the Pricing Bubble. Headers or text should be centered in equal proportions, above the price using the leading hyphen rule. Any quantity information referring to the price (i.e. Each, 12 pack, per month, etc.) should be centered below the "cents" portion of the price.

▶ PRICE BOX

HEADER $59⁹⁹

▶ PRICE BUBBLE

HEADER $59⁹⁹

▶ ALIGNMENT

Hyphen

HEADER $59⁹⁹ EACH

HEADER $59⁹⁹ EACH

Hyphen

SUPPORT GRAPHICS

GRAPHIC BUBBLES

Offer Bubble
Only offers or headlines are allowed to be used within the bubble. No images or graphics of any kind should be added. The messaging should be clear, direct and to the point. Please keep copy limited when using this amount of space. Please stay consistent with outline of bubble. Typical outline stroke is at 3 pt.

Using the point
The pointed element of a bubble should point directly toward another element (e.g., featured product). It must always have surrounding context and never be used alone.

Alignment
Same alignment rules to be followed as Pricing Bubbles.

$40 OFF
SUBHEADLINE HERE
SMALL BODY COPY

$40 OFF
SUBHEADLINE HERE
SMALL BODY COPY

SUPPORT GRAPHICS

DIGITAL BUTTONS

General Creation
Buttons are an integral part of any web page design.
It is essential to be consistent in their use.

- Corner radius is set to 4px
- Button height is 29px high
- Type is set in BBY Apex all caps, 12pt,
  and 25 tracking
- Border is set to Inside and 2px size
- Padding is 9px on all sides
  (borders are counted in the 9px)
- Icons or carats included in the button should be
  optically aligned to work with the padding guidelines
- Used on white the button border color is
  #C4C5C5 if used on yellow it is #9A9B9B
- If using a drop shadow set to: Multiply, Black,
  20% opacity, 130 angle, 1 Distance, 5 Size.

Color Rational
To create a consistent experience Best Buy has a limited
color palette for buttons.

- Yellow is for add to cart/basket, pre-order, special
  order, checkout, and brand calls to action within primary
  messages.
- Blue is for utilitarian actions like continue, next, etc.
- Grey is for passive actions like cancel, back, sold out,
  in-store only, and coming soon.

To Obtain Elements
To download these buttons please visit our brand
identity site at: **bbybrandidentity.com/assets**.
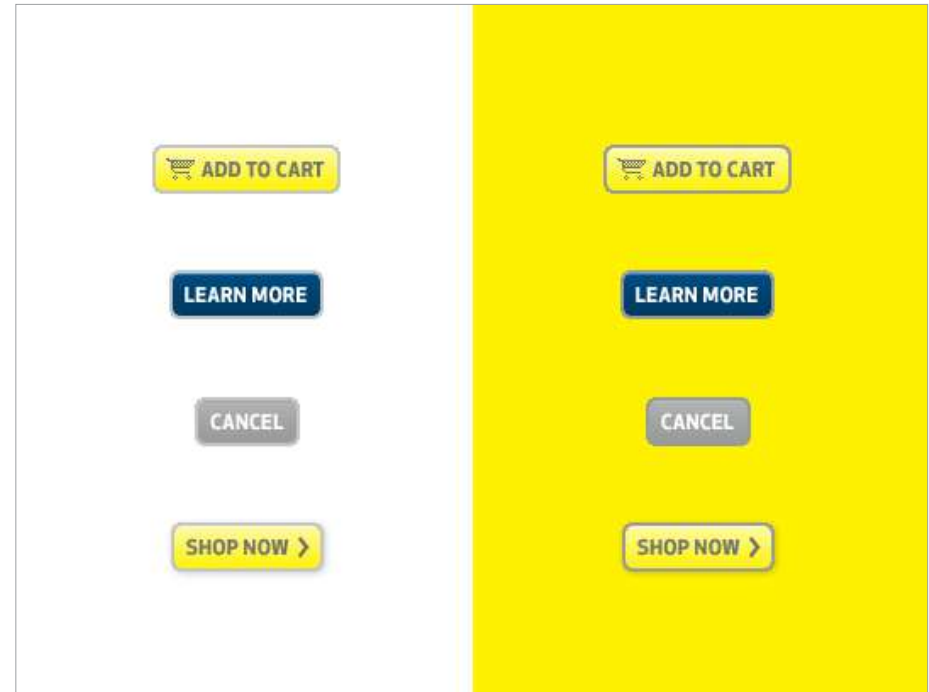
ICON STYLE

ICONS AND COMMON GRAPHIC ELEMENTS

Icons and graphics do a lot of the visual storytelling. Keep graphics simple, and at any size, they will be easily recognized at a quick glance.

The following are examples of some current icons. These are designed to be one color: either Best Buy Blue, black or white.

DO NOT apply shadows or embossing treatments to support graphics.

DO NOT use clip art illustrations or cartoons in Best Buy communications. Those images are not appropriate for a sophisticated, contemporary technology products retailer.

PRINT EXAMPLES

IMPROPER USAGE

Following the specifications set forth in these guidelines helps to ensure consistency of the Best Buy image across various media platforms, which in turn presents a strong and recognizable image of quality to consumers.

Please familiarize yourself with all guideline requirements and turn to this guide whenever questions about typography, photography, or support images arise. Turn to the following page for a revision of the design at right.

The latest in technology and the first to help you with it

We know technology can get confusing. That's why we're here – we want to help you find the product that's right for you. All you have to do is ask.

Best Buy Palm Desert
Visit us at: 44449 Town Center Way Town Center Shopping Center, Palm Desert, CA 92260
For store location and hours, visit us online at **BestBuy.com/store/Palm Desert**

Valid XX/XX/09–XX/XX/09 only in Best Buy® stores

Get a Best Buy Gift Card instantly, with the following purchases:

$5 Gift Card with **$50** purchase   **$10** Gift Card with **$100** purchase   **$25** Gift Card with **$250** purchase

Gift card good toward future purchase. Not valid on gift card purchases. Limit $5 in total gift card value with $50 purchase. Limit $10 in total gift card value with $100 purchase. Limit $25 in total gift card value with $250 purchase. To reach qualifying purchase amount for free gift card, items must be purchased on same receipt and exclude the following items: Bose® audio products; Polk Audio; Power Price items; Sony OLED, XBR7, XBR8 and XBR9 TVs; Home Theater Delivery; Apple® iPod; Microsoft Zune MP3 players; laptops and desktop computers; netbooks; monitors; projectors; internal hard drives; computer software; computer subscription software; In-Home Geek Squad® service; VoIP; broadband; desktop packages (packages include computer, monitor and printer); Wacom accessories; Harman Kardon/JBL computer speakers; HP ink; Sony D-SLR cameras, lenses and flashes; unlocked phones; contract mobile phones; Fender® and Squier® musical instruments; video game hardware; Electrolux major appliances; Hoover® Platinum Collection™ Floorcare; Magnolia Home Theater® products: Bose®, SpeakerCraft®, Vienna Acoustics, MartinLogan, BDI furniture, Magnolia™ Guaranteed Performance Agreement and special order merchandise; gift cards; taxes; prior purchases; Outlet Center items; special order, clearance, demo and open-box items. Selection varies by store. Valid on in-store and in-stock items only. Valid only at Best Buy stores in the U.S.A.; excludes stores in Puerto Rico. Online and in-store offer may vary. **Not valid on any BestBuy.com order, including store pickup.** Best Buy employees are not eligible for this promotion. Not good in combination with any other coupons or offers. Limit 1 offer per coupon, per household. No dealers. No copies. No cash back. Cash value is 1/100th of 1 cent. Coupon must be presented at time of purchase. JS1 **Cashier Instructions:** Scan coupon UPC. Scan qualifying product UPC(s). Scan all other product(s) being sold. Press "Total." Write "VOID" on coupon and place in the register coupon media file.

XXXXXXXXXXXXXXXX © 2009 Best Buy

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Annotations (right side):

- Using old bubble style
- Leading is too extreme. A dash height is the max for the leading
- Drop shadow is not to be used with graphic elements
- Use of incorrect Blue Shirt
- Headline is too long. Max line count is 4
- Do not use BBY Apex Bold. Use BBY Apex Medium for bold copy
- Do not use 100% black in body copy or headlines
- Do not use Futura. Body copy font is BBY Apex Book
- Refrain from using centered copy when possible. Left-justified copy is preferred
- Headlines should be Knockout. BBY Apex is for body copy only
- Do not use BBY Apex for lengthy legal copy. Use Futura Std Light Condensed
- Logo with "Buyer be happy" is required

Headlines and copy are illustrative only.

PRINT
EXAMPLES

IMPROPER USAGE: DESIGN REVISION

The image at right shows the previous page's design redone according to brand guidelines.

Headlines and copy are illustrative only.

PRINT
EXAMPLES

ADVERTISING EXECUTION

Headline and copy are illustrative only.

PRINT
EXAMPLES

INSERT COVER

Headline and copy are illustrative only.

Front Cover

IN-STORE EXAMPLES

SIGNAGE

Headline and copy are illustrative only.

Racetrack Endcap Header: 48" x 11.667"

In-Line Header: 48" x 11.667

Endcap Header: 22" x 12"

IN-STORE EXAMPLES

SIGNAGE & COLLATERAL

Headline and copy are illustrative only.
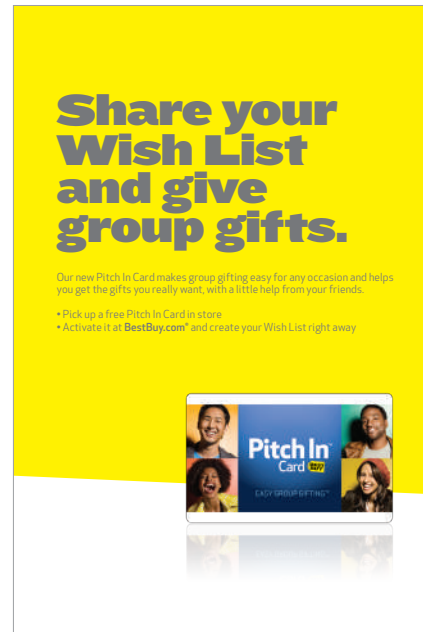
Promotional Easel Sign: 24" x 36"

Educational Guide Cover: 8 x 10
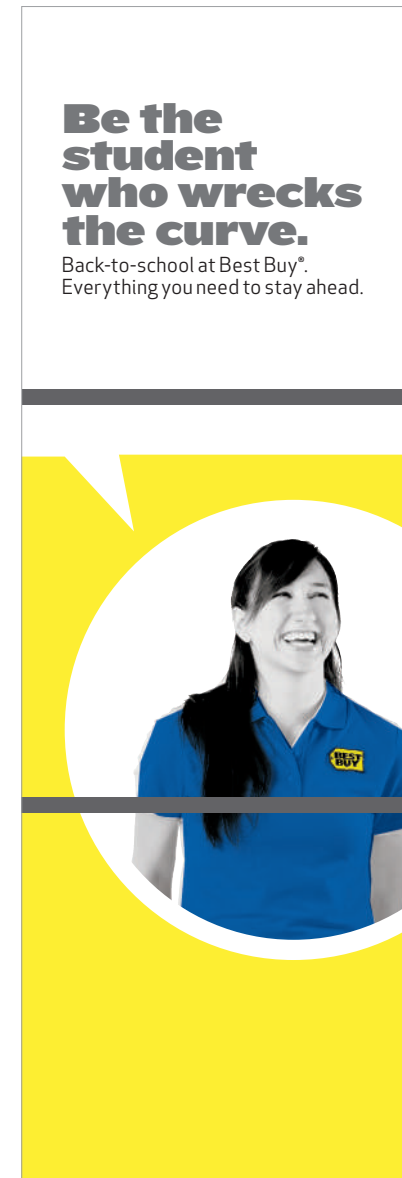
Promotional Brandstand (3 panels) : 19.25" x 19.25" (each)

WEB EXAMPLES

BESTBUY.COM

Headline and copy are illustrative only.

WEB EXAMPLES

BESTBUY.COM

Headline and copy are illustrative only.

WEB EXAMPLES

BBYBRANDIDENTITY.COM

Headline and copy are illustrative only.
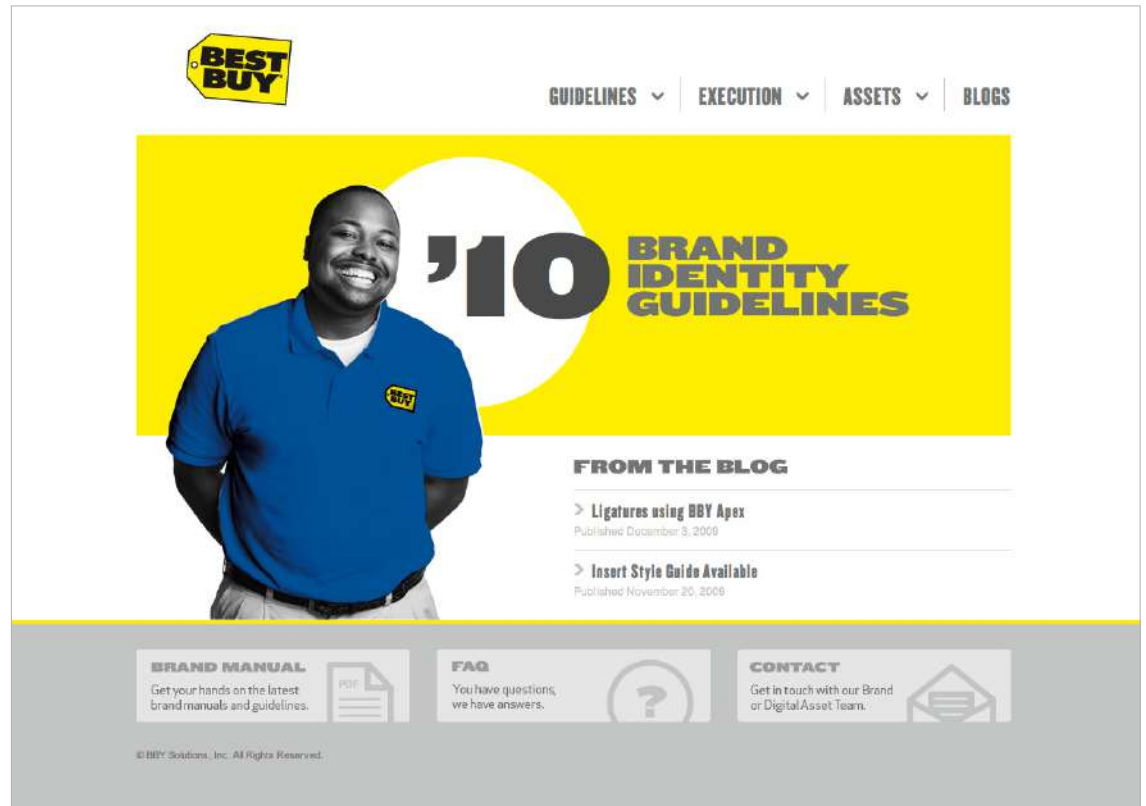
BROADCAST EXAMPLES

COMMERCIAL ADVERTISING

Headline and copy are illustrative only.

TWELPFORCE EXAMPLE

APPROVED ELEMENTS

Twelpforce is our connection to Best Buy's customers through Twitter, in which a collective force of Best Buy technology pros offer tech advice. When a piece requires Twelpforce presence, the logo, lockup and graphic at the right are the approved elements to use.

▶ **TWELPFORCE LOGO**

▶ **TWELPFORCE LOGO WITH LOCKUP**

TWITTER.COM/TWELPFORCE

▶ **TWELPFORCE GRAPHIC**

IF YOU NEED US, TWEET US.

TWITTER.COM/TWELPFORCE

CONTACT INFORMATION

BRAND RELATED QUESTIONS OR COMMENTS

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▶ **BBYBRANDIDENTITY.COM**