

VERSION

2.0

THE ACE STYLE GUIDE

For 2019 Preprint Productions

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Roboto Slab

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INTRODUCTION

CHAPTER 1

WELCOME TO THE PREPRINT DESIGN GUIDE

Here you will find all the answers you need...

...when creating print materials for store promotion activities.

The design guide is meant to highlight the most essential principles for creative design, and to give an overview of dos and don'ts.

Each chapter in the guide focuses on design elements such as fonts, colors, logo usage, grids, etc.



IN CASE OF QUESTIONS

The ever-changing document ...

A design guide is a living document that is always evolving.

It is important to stop by from time to time to make sure that you always have the latest version of the design guide.

In case you have any questions, please don't hesitate to contact us.

For design-related questions, please contact your Ace Hardware marketing team.

Contact us at preprints@acehardware.com



DESIGN GRID

CHAPTER 2

SALES
PROMOTION

THE FRONT PAGE DESIGN GRID

Main theme and products

The front page is created with a focus on showing Ace Hardware as a brand that celebrates the DIY hero of the family.

It is very important to have people represented in the hero area that we use for the theme introduction. The usage of people adds humanity to the Ace designs and shows that we are a company, that values the connection between the customer and the Ace team.

We also like space, simplicity and avoiding cluttered theme graphics.

Keep it simple, keep it powerful and keep it beautiful!

FF4 THEME
Introduction

FEATURE
PRODUCTS

*Ace Rewards members buy a grill for \$999 or more between 6/27/18 and 6/27/18, and we'll assemble & deliver it within our local delivery area FREE. Please contact your local retailer to schedule delivery. Local delivery area varies by store. **Tank sold separately. Available by special order only at some locations.
4th of July Sale API 1190626, 001, Versions: CAD5/PNUNW50TR

THE CONTENT PAGE GRID

The presentation of products

The content pages are created by setting up the products in a way that looks nice and is easy to read.

We use a combination of background images, boxes, open space, and background colors for variation.

Margins:

The margin between product boxes must always be 0.10". Horizontally and vertically.

Margin:
Space between boxes
must always be 0.10"



Margin:
Space between boxes
must always be 0.10"

Fonts

CHAPTER 3



ROBOTO AND ROBOTO SLAB

The two main typefaces of the production

The two characteristic fonts used for the print design of Ace Hardware are:

Roboto
and
Roboto Slab.

They are used for all headlines, body copy, and price splatters.

Fonts will vary in sizes, but there are strict font styles and sizes used for the more conservative communication like headlines, product copy, box copy, and so on. All the typographies are included in the object & font libraries included in the preprint and sign kit InDesign documents.

Please note: Ace Rewards, Ace logo, and any other brand logos should remain in their approved fonts.

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MINDSET

Used for call-to-action communication

Mindset is a more lively and fun typeface, that we use to create “Buy One Get One” or “Buy this get this...” communication.

It can only be used for those messages never as a headline or body copy typeface.

Mindset Regular

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**



EXAMPLES OF FONT USAGE

Mix the two fonts for variation in designs

The fonts work perfectly together when you create headlines or promotional power copy.

In headlines, the Roboto Slab should be used as the more powerful (larger) font and Roboto as the "lead up to" font.

In product descriptions you reverse it to give the product name more power and to improve readability of the product copy.

ROBOTO LIGHT

ROBOTO SLAB BOLD

OUR BIGGEST
PAINT SALE

ROBOTO SLAB BOLD

8 pt./8 pt.

ROBOTO REGULAR

5.5 pt./7 pt.

Ace 50' x 5/8"
Flexogen® Premium
Garden Hose

71928 Limit 2 at this price.

Color may vary.

100' x 5/8", 72054...\$43.99 --\$8

With Ace Rewards Card,* You

Pay \$35.99. Limit 2 at this price.

RED HOT BUY

COLORS

CHAPTER 4



THE COLOR SCHEME

Color chart

The color definitions on the Famous For Four colors can be found here.

Stick to the color schemes, and avoid adding new colors.

Anything But	Power Tools/ Outdoor Power Equipment	Paint	BBQs	Home Preservation
				
⋮	⋮	⋮	⋮	⋮
C : 45 M : 35 Y : 40 K : 10	C : 00 M : 15 Y : 40 K : 40	C : 35 M : 05 Y : 20 K : 25	C : 15 M : 00 Y : 55 K : 30	C : 00 M : 05 Y : 15 K : 35
R : 137 G : 140 B : 135	R : 168 G : 145 B : 109	R : 131 G : 165 B : 164	R : 164 G : 173 B : 110	R : 178 G : 170 B : 155
# 898c87	# a8916d	# 83a5a4	# a4ad6e	# b2aa9b

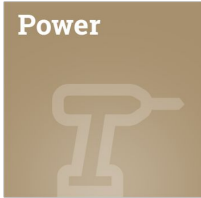
THE FF4 COLORS

One color for each category

These are the defined colors for the Famous For Four categories.

Anything But... Is used whenever you need e.g. a background color and the product doesn't fall under the FF4 categories.

You can reduce percentages of the main color (tint) but only in steps of -20%.
Lowest usable tint allowed is 40%



THE FRAME COLORS

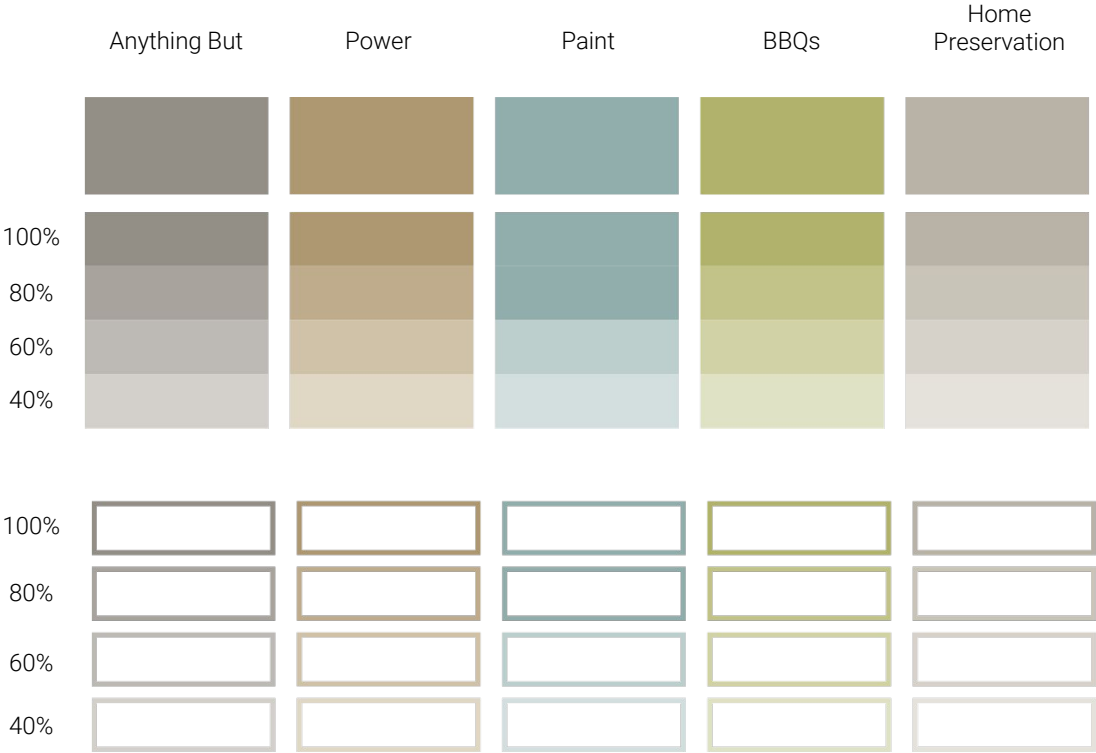
Colors for boxes and border-stroke

The defined colors for the Famous For Four categories, including 'Anything but', are also used to create box strokes and background colors on the product pages.

Whenever you present a Famous For Four product in a box, use the corresponding color for the FF4 category it represents.

Stroke is always 3 pt. set as an inside stroke.

You can use percentages of the main color (tint) but only in steps of +/-20%. When you use a stroke for a box, the minimum tint of the stroke and box is 40%.



THE FF4 FRAME COLORS

A few examples for inspiration.

FF4 Power tools
Color background

Power Tools

Milwaukee

SALE
\$399⁹⁹

Milwaukee® M18 FUEL®
Lithium-Ion Hammer
Drill & Impact Driver Kit
264557

**BUY THIS
GET THIS
FREE**

Milwaukee® PACKOUT®
Tool Bag, 2837680
Milwaukee® M18®
REDLITHIUM® Battery
Pack, 2543998

CRAFTSMAN

Craftsman® Reciprocating Saw,
Drill/Driver or Jig Saw
2827483, 2827582, 2834323
Limit 4 at this price.

SALE
\$59⁹⁹
each

WITH ACE
REWARD CARD*

Craftsman® 12 Gal.
Wet/Dry Vac
7550229
Limit 4 at this price.

SALE
\$59⁹⁹
each

WITH ACE
REWARD CARD*

CRESCENT BLACK
WRENCH SET 10PC SAE -
NEED SKUS
CRESCENT BLACK WRENCH SET
10PC SAE, CRESCENT BLACK
WRENCH 10PC MM, CRESCENT
BLACK SOCKET SET,
Limit 5 at this price.

SALE
\$19⁹⁹
each

WITH ACE
REWARD CARD*

FF4 power
tools Color
frame

Triazicide® Lawn
Insect Killer
Granules, 10 Lb.
7114176
Limit 2 at this price.

SALE
\$4⁹⁹

WITH ACE
REWARD CARD*

Kills on contact,
up to 2-month
residual control.

Ortho® Weed B Gon® Max® Plus
Crabgrass Control Ready-to-Use,
1.337580
Limit 2 at this price.

SALE
\$6⁹⁹
gallon

WITH ACE
REWARD CARD*

Ace Yard &
Garden Tools
710116, 710224, 710393,
711752

SALE
\$11⁹⁹
each

50' Pocket Hose®
Silver Bullet®
6809213
75, 6809271, 339 99
100, 6809289, 349 99

SALE
\$29⁹⁹

AS SEEN ON
TV

June Month Long Event

AP1

2190601ML, 002, Versions: CA

FF4 Home p.
Color frame

FF4 Home p. Color
background

IMAGES

CHAPTER 5

5

THE LIFESTYLE IMAGES

Grab the attention of the viewer

The lifestyle images are used to set the scene of the theme of each Preprint.

Use images with intensity we see eye contact as a great way of connecting with the consumers.

Use strong product-related images with subjects looking into the camera to help make a connection with the consumer.

Add balance and depth to the images by adding seasonal effects like leaves, flags, or other effects. Remember to keep it simple and powerful.

Ace celebrates diversity, so remember to ensure diversity in the compositions and avoid using too many Caucasian people.



THE PRODUCT IMAGES

The key element in great compositions!

Product images with props can be used, as long as the props don't distract from the main product.

Be careful not to go over the top.

Note:

MORE PHOTO PAGES TO BE ADDED SOON.

Fade to background color with isolated product

Never text in the image



Never use glow or drop shadow on the text

NAMING LIFESTYLE IMAGES

Remember to use the right naming for files

Always use 300dpi resolution for images used for preprint and sign kit productions.

Name files by event code_page number_brief description (ex. 1190501_P2_GrandpaGrill.tif).

File names must be a maximum of 25 characters before the file extension.

Do not use special characters or periods in the name.

Include iStock number in the name or on layers when images are manipulated, when applicable.



LOGO BRICK

CHAPTER 6

THE LOGO BRICK

Usage of the logo brick

The logo brick was created solely to support the preprint activities

The brick was created to ensure that the logo stays in the same place on all preprints.

The shape of the brick is reminiscent of a pocket on the red Ace vest.

Isolation zone

We have created an isolation zone around the logo brick, keeping additional elements and copy away from the Ace logo to make it more prominent. Please always respect the isolation zone.

The size of the isolation zone is set to follow **ace** in the word "place" so if you scale the logo brick, the size of the zone will always be scaled accordingly.



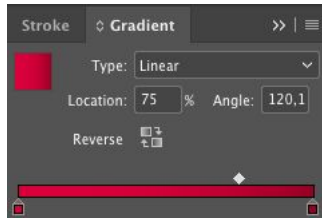
The Logo Brick should always be used in the combination of a RED brick and all WHITE Ace copy. "The helpful place" should also be in all white.



Isolation zone.

The isolation zone on all borders to the brick must always be respected. The zone is defined as the width of **ace** in "the helpful place".

Gradient in the logo brick



GRADIENT BACKGROUND:
The gradient is going from ACE Dark red (0,100,81,40) to ACE Corporate RED (0,100,81,4)
Split point is marked with:



THE LOGO BRICK

Placement and alignment of the logo brick

The logo brick should always be placed in the upper left corner on both the front cover and the back cover of the preprint.

Elements and copy placed beneath the logo brick must **align left** for visual balance.

When building the headline, aim for justified alignment i.e. try to align both left and right composition.



MISUSE OF THE LOGO BRICK

Dos and Don'ts of the logo brick

The logo brick is a key visual and should never be changed in color, shape, by distortion, or with elements added on top, or on the side.



The Logo Brick should never be distorted.



The Logo Brick should never have a drop shadow.



The Logo Brick should never be used with 'cool' effects.



The Logo Brick should never be set on fire.



The Logo Brick should never be rotated.



The Logo Brick should never be inverted.



The Logo Brick should never change color. Always place the brick on a background color that makes it clear and visible. Never place it on e.g. a red background.

“SPLATTERS”

CHAPTER 7

THE DESIGN AND FONTS OF PRICE SPLATTERS

Strong visualization of price and benefits.

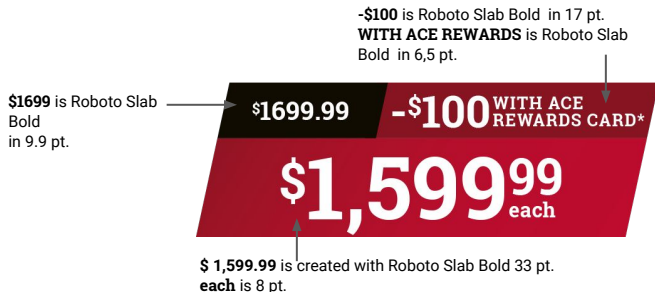
The price splatter is designed to give maximum awareness to the price messaging. It has a certain “POP” to it – and it is very easy to read and understand on a page with a lot of information.

The font used to create the Hero and Main/Plain price splatters is once again Roboto Slab. It has power and is easy to read.

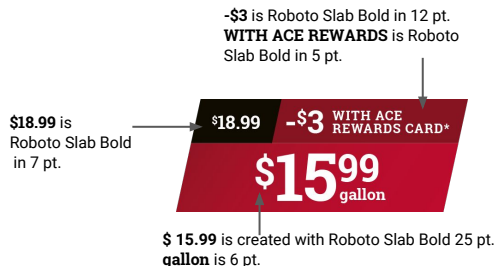


The shape of the splatter is made from the shape of the “E” in the ACE logo. The shape adds a dynamic effect to the splatter.

Hero splatter



Main/Plain splatter



THE HERO PRICE SPLATTER

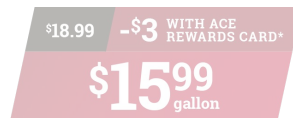
To be used in the main theme communication

These are used for the hero product, which is presented in the lifestyle section at the top of the pages.

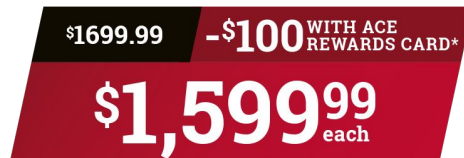
There can never be more than one or two hero splatters on a page.

The hero splatters can be placed both in front of or behind the product image, as long as it doesn't obstruct the key features of the product.

Main



Hero



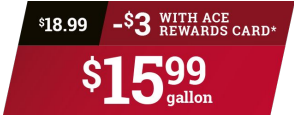
THE MAIN PRICE SPLATTER

To be used in 70% Hero size.

These are lower in priority than the hero splatters. The main price splatters are smaller in size, so that the hero splatter remains the hero, while the remaining product prices are presented clearly in bold.

The main price splatters can be placed both in front of or behind the product image, as long as it doesn't obstruct the key features of the product.

Main



Hero



THE PLAIN PRICE SPLATTER

To be used in 70% Hero splatter size **without** benefits on top of the main brick

These are used for generic product presentation of everyday prices that are not on sale. There are no benefits (e.g. save with Ace Rewards, 2 for...) attached to the plain price splatter.

Can be placed both in front of or behind the product image.

Plain



Plain Hero



SPLATTER GALLERY

This is an overview of all current splatter types.

Hero splatters



SPLATTER GALLERY

This is an overview of all current splatter types.

Plain splatters



Main splatters



DOS AND DON'TS OF PRICE SPLATTERS



Do not cover the main features of the product with the price splatter.



Place the price splatter so it supports the product message and makes the product shine.
Consistency is great for keeping alignment in place.

CREATIVE USE OF PRICE SPLATTERS

A small gallery for inspiration



One price splatter is centered for multiple products of same price.



This allows the price splatter to connect with the product but doesn't cover up important logo or features.

THE ACE EXCLUSIVE SPLATTER

To be used when promoting an Ace exclusive product

The ACE EXCLUSIVE splatter created to highlight products that are only available at an Ace Hardware store or online.

It is important to clarify which products are ACE EXCLUSIVE, so pay attention to the placement of the splatter.

Two rules for the EXCLUSIVE splatter:

- 1) Always touch the product the offer refers to
- 2) Align with product copy



Size of splatter might vary, but always keep the same size when multiple splatters are placed close to each other.



Never use glow on logos.



Remember the alignment when doing comps like this.



Always let the splatter touch the product for clear communication.

THE BOGO SPLATTERS

“Buy X and Get Y” come in many variations. The BOGO splatter is a combination of multiple variations of the BOGO message

The splatter is a combination of two arrows (that point to what you need to buy to get something for free) and the Roboto Slab and Mindset are set as the free form font.

When designing a BOGO offer, it is important to be very clear to avoid confusion. Be precise in the placement of arrows (THIS and FREE) to help consumers understand the message.

Font sizes on both Roboto Slab and Mindset can vary depending on the size of the callout. Keep the proportions the same when you scale the font size.



THE “% OFF” AND FREE SPLATTERS

To be used when promoting a broad product category offering a percentage discount or free item.

We have a number of different “offer splatters” that helps to promote the great offer to the consumers.

Some relate to Ace Rewards Members only, others are more generic.

Exclusively for Ace Rewards Members should appear under the splatter.

The placement and size of the splatter are not locked. It is used where it adds the best balance to the designs. The proportions of the splatters should always remain the same when scaling up/down.



Exclusively for Ace Rewards Members should appear under the splatter.

THE “% OFF” AND FREE SPLATTERS

To be used when promoting a broad product category offering a percentage discount or free item.

We have a number of different “offer splatters” that helps to promote the great offers to the consumers.

Some relate to Ace Rewards Members only, others are more generic.

Exclusively for Ace Rewards Members should appear under the splatter.

FREE

20 LB. TRAEGER BARBECUE PELLETS

when you buy any Traeger® grill \$399 and up. Assorted flavors. Limit 1.

EXCLUSIVELY FOR ACE REWARDS MEMBERS





FREE

REFILL OR EXCHANGE OF 20 LB. PROPANE TANK†

when you buy any Weber® gas grill \$399 and up. Limit 1.

EXCLUSIVELY FOR ACE REWARDS MEMBERS

THE “% OFF” AND FREE SPLATTERS 2

To be used when promoting a broad product category offering a percentage discount or free item.

We have a number of different “offer splatters” that helps to promote the great offers to the consumers.

SAVE **\$2**
WITH ACE
REWARD CARD®
INSTANTLY

**Select Ball®
Canning Jars & Lids**

6358691
No limit.

Wide Mouth Jar Lids, Bx/12, 62304...\$3.59
Regular Mouth Jar Lids, Bx/12, 62303...\$2.59

**BUY ONE,
GET ONE**

**50%
OFF**

**BUY ONE,
GET ONE**

**50%
OFF**



Other splatters

We have a few other splatters to use when communicating a specific message.

See our full assortment... can be used when you communicate a message or show a product where the consumer would benefit from going online and get more information.
Always use the right FF4 colors to match the product category.

As seen on TV... can be used when you communicate a message or show a product where TV advertising has been used to promote it.

Roboto Slab Regular

Roboto Slab Bold

See our full
assortment on
acehardware.com



Roboto Bold

Roboto Slab Bold



Other splatters 2

We have a few other splatters to use when communicating a specific message.

See our full assortment... can be used when you communicate a message or show a product where the consumer would benefit from going online and get more information.
Always use the right FF4 colors to match the product category.

As seen on TV... can be used when you communicate a message or show a product where TV advertising has been used to promote it.

Roboto Slab Bold are used for these types of callouts.
Font size can vary depending of space available.

**YOUR CHOICE
MIX & MATCH!**



Roboto Slab Bold, 7/8 pt. are used for these type of information boxes.

**Kills to
the root!**

COUPONS

Coupons are used on the front page with the associated back on page 2.

The coupon can have many different messages, but the readability should always be prioritized, which is why we use a white background to support that.

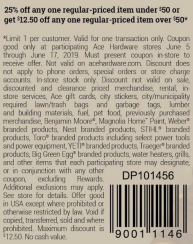
Roboto Black, 30 pt./36 pt.

Roboto Slab Bold, 153 pt.

Roboto Regular, 7,5 pt./8,5 pt.

Roboto Bold, 6 pt./7 pt.

Roboto Light, 5,5 pt./6 pt.



Stroke width is 2,9 pt.

Roboto Slab Bold, 57 pt.

Roboto Slab Bold, 26 pt.



Power Tools



ICONS

CHAPTER 8



FAMOUS FOR FOUR CATEGORY ICONS

One icon for each category

When we introduce the Famous For Four categories, we have the category title and the corresponding category icon to either the left or right in the top bar, depending on the design.

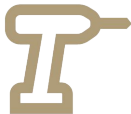
The **Category Icon** should be 40% transparent and have a margin of 0,1" to the right side of it.



Paint



Home
Preservation



Power



BBQs



BOXES & GRAPHICS

CHAPTER 9

THE PRODUCT BOX STROKE

Boxes are used for variety and to keep the products in place.

We use the boxes to keep products in the right place and to encapsulate the copy, logos, and other corresponding information.

Boxes are placed within the grid, always with a 0.10" space between them, so the grid looks strong and crisp.

Frames should always be in the Famous For Four colors or Anything but.

See the colors in the **Colors** chapter.



Background color on boxes

The color should always match the corresponding color for the Famous For Four category. Tint can be reduced in steps of 20%, but minimum tint value is 40%

Stroke width

The stroke width should always be exactly 3 pt.

Always use inside stroke, never centered or outside.



Usage of box for product

The box adds a nice frame, and can be used to make the design light.

THE PRODUCT BOX MARGIN

Usage of the box

It is important to remember the margin on boxes. The margin is used to ensure space inside the boxes and to avoid a "messy" look.

The margin from outside box/stroke is 0.10" all way round, and that must be respected. Especially on the placement of objects and product copy. The only reason to break that rule is if you place a product image and crop it along the borders.

On the top right image, you see a perfectly composed product box. The bottom right image shows how to crop a product along the borders.



Margin

Any given box should always have a fixed margin of 0.14" to secure space around the box-content.



Margin exception

When you use the box to crop product images, then you can break the margin on the image. Still keeping it on the copy/splatter

THE VARIATION OF BOXES

The perfect presentation of products

By using the different box options, you can create a great-looking page.

Remember to follow the color rules for stroke and background colors when using boxes.

Background image box:
Used to highlight a product and make it "POP".

Background color box:
Used for product variation.
Color must follow the FF4 category when the product belongs to a FF4 category.

Free space box:
For dynamic visualization you can place a product outside of the boxes. Remember the 0.10" margin, including when using this box-type!

Stroke based box:
Add variation by having only the stroke in your comp. Stroke must always be 3pt.



VISUAL EXAMPLES OF BOX USAGE

ACE
The helpful place.®

VALID JUNE 1-25

**RED HOT
BUYS**

Milwaukee

**Milwaukee®
12 Pc. Ultimate
Demolition Sawzall®
Saw Blade Set 2192649**
Limit 4 at this price.

SALE \$24.99 **\$19.99** WITH ACE REWARDS CARD*

**Scotts®
foundation**
Soil Improver

\$29.99

DEWALT STANLEY

**Stanley® and DeWalt®
Tools & Accessories**
2012391, 2107688, 2320133,
2398667, 2567865, 2803005,
2829539

SALE **\$19.99** each

Ace Tools & Accessories
2295830, 23307,
2369189, 2581809

SALE \$4.99 each

**Scotts® Foundation
Soil Improver**
• Covers 5000 sq. ft.
• Boosts water and nutrient retention
• Reduces soil compaction
• Supports microbial activity
7795030 Not available in Oregon.

Raid® Insect Killers, 15 Oz.
70725, 70726, 75255
Limit 2 at this price.

SALE \$5.99 **\$4.99** each WITH ACE REWARDS CARD*

**Ortho® Home Defense Max®
Insect Killer for Indoor &
Perimeter**
7508070
Limit 2 at this price.

SALE \$9.49 **\$6.99** gallon WITH ACE REWARDS CARD*

**Ace 50' x 5/8" Flexogen®
Premium Garden Hose**
71928 Limit 2 at this price.
100' x 5/8" 72054
\$37.99 -18 With Ace
Rewards Card*
You Pay \$29.99.
Limit 2 at this price.

SALE \$23.99 **\$19.99** WITH ACE REWARDS CARD*

**Kaytee® Songbird Seed, 7 Lb. or Nut &
Fruit Wild Bird Food, 5 Lb.**
61058, 612853

**BUY ONE
GET ONE
FREE**

MIX & MATCH!

\$12.99 each

June Month Long Event

AP1

2190601ML, 001, Versions: CA,DS,FR,NR,NW,SO

CATEGORY HEADER BOX

The Category Header Boxes are used to establish a category. When you establish a category mod, remember to use the corresponding top box. The box contains the FF4 category name, a transparent background box, and the category icon.

The background box should be 0.43" high and the width of the full page. The box should always be 35% transparent and multiply.

Category Name. The left side margin should be 0.15" before the category name. Category name should be vertically aligned and centered in the box.

Font sizes to be used are Roboto Slab Bold 22 pt. for the category header.

The **Category Icon** should be 40% transparent and have a margin of 0.1" to the right side of it.

If a page is without a FF4 category, then the header box can be removed. The exception is when it is a front page, then we use it without an icon to keep the date in place.



ALIGNMENT

CHAPTER 10

GREAT ALIGNMENT EXAMPLE

Simple, yet very powerful

Perfect alignment brings everything into the right place and makes the pages significantly more beautiful.

Grill

25% off any one regular-priced item under \$50 or get \$12.50 off any one regular-priced item over \$50*

*June 1 per customer. Valid for one transaction only. Coupon good only at participating Ace Hardware stores June 5 through June 17, 2019. Must present coupon in-store to receive offer. Not valid on acehardware.com. Discount does not apply to phone orders, special orders or store charge accounts. In-store stock only. Discount not valid on sale, discounted and clearance priced merchandise, rental, in-store services, Ace gift cards, city stickers, city/municipality required lawn/trash bags and garbage tags, lumber and building materials, fuel, pet food, previously purchased merchandise, Benjamin Moore® Magnolia Home® Paint, Weber® branded products, Nest branded products, STIHL® branded products, Torq® branded products including select power tools and power equipment, YETI® branded products, Traeger® branded products, Big Green Egg® branded products, water heaters, grills, and other items that each participating store may designate, or in conjunction with any other coupon, excluding Rewards. Additional exclusions may apply. See store for details. Offer good in USA except where prohibited or otherwise restricted by law. Void if copied, transferred, sold and where prohibited. Maximum discount is \$12.50. No cash value.

DP101456

9001 1146

FREE

ASSEMBLY & DELIVERY

GRILLS AND ACCESSORIES TOTALING \$399 AND UP*

ACE REWARDS MEMBERS ONLY

Weber® Spirit® II E-310™ Gas Grill**

- 3 burners
- 529 sq. in. total cooking area
- Built-in thermometer
- 10-year 100% Weber guarantee

8863561
Spirit® 300 Series Grill Cover,
8882821...\$69.99

Weber® iGrill® 2 or 3 Cooking Thermometer

Bluetooth smart connection lets you monitor cooking foods with your smart device.

8531519 8592180

Weber® Genesis® II E-325™ Gas Grill™

- Porcelain enameled cast-iron cooking grates
- Sear Station quickly adds sear marks to meat
- Cabinet gives enclosed storage space for grill tools
- Handle light
- 10-year 100% Weber guarantee

8017320

\$99⁹⁹ each

ACE EXCLUSIVE

\$849⁰⁰

\$499⁰⁰

Example of great alignment, all way around.

BAD ALIGNMENT EXAMPLE

Keep the alignment – horizontally and vertically

Nothing can clutter a page more than bad alignment. The balance of the objects on a page is key to readability and a great experience with the Preprint when reading it.

By aligning copy with splatter boxes, a strong grid is created.



Example of missing alignment. The Splatters in the top are falling across the page. The top left is on the edge of the box, and missing the margin. The Copy for products 2-3-4 should have been top aligned (New Castle is too low). The margin at the bottom of the left box is too small.

ACE HELPER(S)

CHAPTER 11

THE ACE HELPER

Our Ace Helpers are used to showing the consumers that there are people behind Ace.

We recommend using at least 2 different Ace Helpers throughout the preprint to demonstrate the helpfulness and diversity of our staff.

What makes Ace so special is the people behind the brand. It is a great idea to make sure that we always have at least one or two boxes in the designs.



ACE HELPER BOXES

Used to make sure that consumers know there is a face behind Ace.

The Ace Helper boxes are used to inspire consumers to e.g. sign up for the Ace Rewards Program, our newsletters, or to promote the extra mile promise.

They can be used inside a box and they can be placed both in front of or behind the stroke. They can also be shown in a larger category box.

(Note: **MORE PHOTO PAGES TO BE ADDED SOON**).



Extra mile promise:
Used for information following
a product offer. Stroke 3 pt.
Font: Roboto Slab Bold 13 pt.



FOOTER

CHAPTER 12

THE IMPRINT FOOTER

Close the page in a beautiful way with the footer.

IMPRINT AREA DO NOT MOVE

Stop by your local Ace store, or visit us here

Visit **acehardware.com** to find your local participating Ace.

*Ace Rewards card Instant Savings ("Instant Savings") amount is available only to Ace Rewards members in store (see store for details). Where applicable by law, tax is charged on the sale price before application of Instant Savings. You must present Ace Rewards card to receive Instant Savings listed in this advertisement are valid through 8/27/19, at participating stores.

Ace stores are independently owned and operated. The prices in this advertisement are suggested by Ace Hardware Corporation, Oak Brook, IL. Individual retailer regular and sale prices may vary by store, which may impact actual savings amounts in either direction. Except for Red Hot Buys, which extend through the end of the month, and except as otherwise stated, prices advertised in this circular are valid at participating stores through August 27, 2019, while supplies last. Sale and Instant Savings dates set forth herein are national dates suggested by Ace Hardware Corporation and may vary by local retailer. See local retailer in-store signage for details. Offers, Ace Rewards® benefits, product selection/color, sale items, clearance and closeout items, Ace everyday low prices, return and rain-check policies, and quantities may all vary by store, as well as from acehardware.com. Some items may require assembly. Ace is not responsible for printing or typographical errors.

Proud Partner of
**Children's
Miracle Network
Hospitals**

Social Media Icons:
Use white icons and not colored versions as they add noise. We are not advertising for Facebook/Twitter... but helping our fans to find our channels.

ACE REWARDS MEMBERS

GIVE US YOUR EMAIL & COUPON

Doupon will be emailed to Ace Rewards customer within 2 weeks after email address is provided in-store to an Ace sales associate. Limited to Ace Rewards accounts that do not already have an email address on file. Limit one coupon per Ace Rewards account. Subject to terms (including exclusions) as printed on coupon.



Stop by your local Ace store, or visit us here

Visit **acehardware.com** to find your local participating Ace.

*Ace Rewards card Instant Savings ("Instant Savings") amount is available only to Ace Rewards members in store (see store for details). Where applicable by law, tax is charged on the sale price before application of Instant Savings. You must present Ace Rewards card to receive Instant Savings listed in this advertisement are valid through 8/27/19, at participating stores.

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Proud Partner of
**Children's
Miracle Network
Hospitals**

THE GROMMET

CHAPTER 13

THE GROMMET PAGES

Promoting small independent businesses through the preprint communications is a key strategy.

The Grommet designs have a bit more flexibility in the design grid than the regular Preprint content. Consider the Grommet page as a puzzle that is carefully solved by placing interesting information and products in a nice composition.

- If space allows it, remember to tell the story of the maker, preferably with an image of the maker.
- We never show products in packaging, but always show them in use.
- We use the small arrows to attach the price to the individual product or link the message to it.
- Be aware that we use the same shape of price splatters, but to differentiate we use black splatters on the Grommet pages.

Note: Remember also to use the Grommet specific brand guideline.


THE GROMMET®
 Discover What's Next

Your Secret Gift Shop
 The Grommet spends all year searching for the most innovative, unique, and undiscovered products from small businesses. Your search for the perfect gift is over.
 Find all of these gifts and more at the grommet.com



Uuni Wood Pellet Oven
Make delicious wood-fired dishes in your backyard. This outdoor pizza oven heats up to 900+ degrees in a flash (literally, less than 10 minutes). Foodies love this powerhouse.
09601199

\$299⁹⁹



Aquapaw® Pet Bathing Tool
00111925

\$24⁹⁹



Butter Dish with Spreader
6737090

\$12⁹⁹



BenjiLock
Originally from the Dominican Republic, Robbie Cabral was a college student working janitorial jobs when he saw how frustrated people got when dealing with combinations and keys to open their locks. So, he created BenjiLock to open easily using your fingerprint — and has now won multiple tech awards.
5990032

\$69⁹⁹

BenjiLock® Mini Rechargeable Padlock with Fingerprint Technology
Unlocks with key or your fingerprint.
5990032



EcoEgg® Laundry Egg
Uses natural mineral pellets to get clothes clean — no need for laundry detergent!
10331799

\$14⁹⁹



Tick Ease® Tick Removal Tweezers
00116978

\$9⁹⁹

*Ace Exclusive products are not available at any other home improvement or hardware stores.

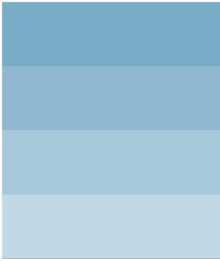
THE GROMMET COLORS

We are using different instances of blue to create the beautiful Grommet grid.

GROMMET BLUE
C: 39
M: 03
Y: 00
K: 22



100%
80%
60%
40%



THE GROMMET®
Discover What's Next

Your Secret Gift Shop
The Grommet spends all year searching for the most innovative, unique, and undiscovered products from small businesses. Your search for the perfect gift is over.
Find all of these gifts and more at the grommet.com

Uuni Wood Pellet Oven
Make delicious wood-fired dishes in your backyard. This outdoor pizza oven heats up to 900+ degrees in a flash (literally, less than 10 minutes). Foodies love this powerhouse.
#960110

\$299⁹⁹

MEET THE MAKER

BenjiLock
Originally from the Dominican Republic, Robbie Cabral was a college student working janitorial jobs when he saw how frustrated people got when dealing with combinations and keys to open their locks. So, he created BenjiLock to open easily using your fingerprint – and has now won multiple tech awards.

\$69⁹⁹

BenjiLock® Mini Rechargeable Padlock with Fingerprint Technology
Unlocks with key or your fingerprint.
#999992

Aquapaw® Pet Bathing Tool
#011300

\$24⁹⁹

Butter Dish with Spreader
#239992

\$12⁹⁹

EcoEgg® Laundry Egg
Uses natural mineral pellets to get clothes clean – no need for laundry detergent!
10531799

\$14⁹⁹

Tick Ease® Tick Removal Tweezers
#016978

\$9⁹⁹

*Ace Exclusive products are not available at any other home improvement or hardware stores.

THE ENDING

CHAPTER 13

YOUR NOTES ON THE DESIGNS...

YOUR NOTES ON THE DESIGNS...

