



2013

BRAND GUIDELINES

BULLSEYE DESIGN

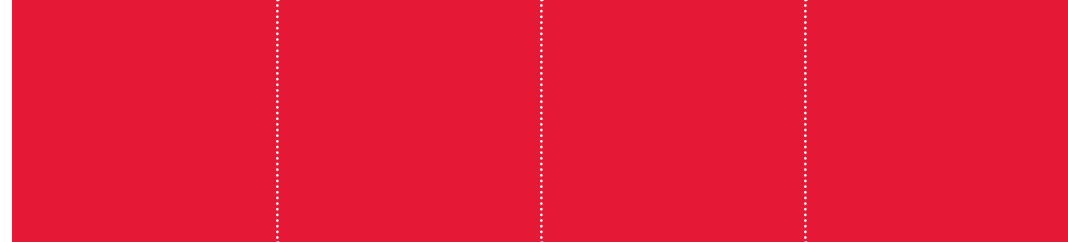
The Bullseye Design is integrated in the identity signatures of Target Stores, as well as in many of the logos for our products and services.

When using the Bullseye, Target wordmark or “Expect More. Pay Less.” you must include the following legal line: “The Bullseye Design, Target and Expect More. Pay Less. are registered trademarks of Target Brands, Inc.” The legal line may be shortened to reflect what’s shown in a particular communication. For example, if only the Bullseye is shown, it may read, “The Bullseye Design is a registered trademark of Target Brands, Inc.” The ® mark is no longer needed.



RED

The Bullseye Design may appear in Target Red, black or white only. It may not be shown in any other color. Target Red is PMS 186 for spot color and 4/100/85/6 for 4-color process. The inner ring of the Bullseye is transparent. When the Bullseye is placed on another color or image, that color or image is visible through the inner ring.



PANTONE®
186

PANTONE®
186

PANTONE®
186

PANTONE®
186



PANTONE®
186

PANTONE®
186

PANTONE®
186

PANTONE®
186



PANTONE®
186

PANTONE®
186

PANTONE®
186

PANTONE®
186



PANTONE®
186

PANTONE®
186

PANTONE®
186

PANTONE®
186

CONTEXT



CONTEXT

The Bullseye Design is a precise, fixed image consisting of two rings of equal width, with a center circle that is twice the width of the outer ring. The inner ring is empty space that should always be the same color or pattern as the background. For example, the inner ring is white only if the surrounding background is white. The Bullseye may not be distorted or modified in any way. Cropping, overprinting, superimposing or printing behind the Bullseye is acceptable if at least one half of the Bullseye is visible.

If a Bullseye is applied to items such as clothing or other objects, it may be slightly distorted, cropped or altered. The Bullseye may follow the lines of the object as long as the item (e.g., a shirt, umbrella, snowboard, etc.) is recognizable as itself, and at least one of the Bullseyes in the pattern is complete, uncropped and undistorted.

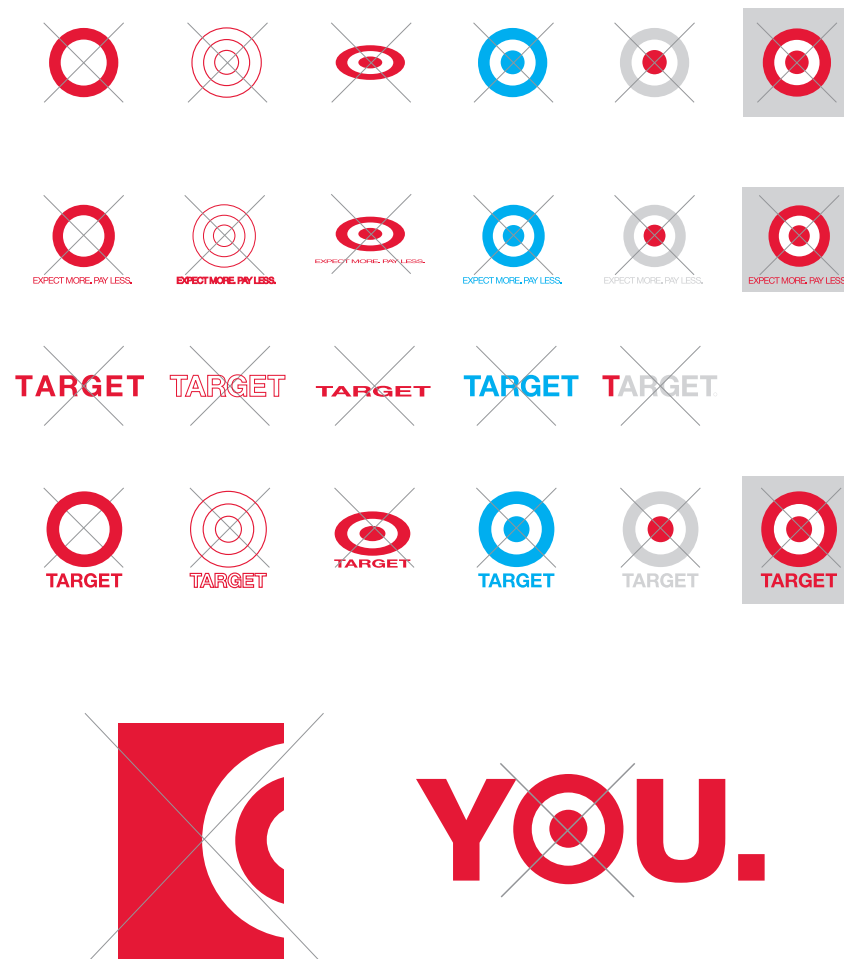
In three-dimensional applications, it may not be possible or practical to have empty space between the center and outer ring. In these cases, the inner ring may be white if the outer ring and center are Target Red. Examples: round refrigerator magnets, earrings, area rugs, stages or booths.



LOGO MISUSE

The Bullseye Design is synonymous with our corporate identity and is a globally recognized and registered icon. It must be used in the precise way it is registered.

The Bullseye may be applied to objects, but may not become a particular object such as a wheel or an eye, or a part of an object such as the center of a flower. The Bullseye may not be used as a number, letter, any part of a letter or as punctuation. When using the Bullseye, no other items may touch or connect to it. The Bullseye may be used in a sentence only if it is substitutable for the word "Target." It is not acceptable to use any image that suggests a Bullseye (even if it's not a bullseye) that does not comply with these rules. Please email Target.Brands@target.com with any questions related to the use of the Bullseye.



LOCK UPS

The “Target” wordmark is integrated in the identity signatures of Target Stores, as well as in many of the logos for our products and services. The wordmark may stand alone or be coupled with the Bullseye Design. The Target wordmark may appear in Target Red, black or white only. It may not be shown in any other color.

There is one approved lockup with the Bullseye. When using this version, do not include “Expect More. Pay Less.” as part of the lockup.



TARGET

TARGET



EXPECT MORE. PAY LESS.

“Expect More. Pay Less.” is Target’s brand promise. It is a singular statement, and the two parts cannot be separated. The “Pay Less” portion of the tagline cannot be used in a type size larger or a typeface bolder than the accompanying “Expect More” portion. The words “Pay Less” cannot be combined and used as the single word “Payless” or used in any manner that appears to be the single word “Payless.” The words “Pay Less” can be used descriptively in copy (e.g., “You will pay less for this product at Target”), but cannot be used alone as a trademark or tagline.

“Expect More. Pay Less.” has most often appeared in the form of a lockup with the Bullseye logo, as is shown opposite. However, “Expect More. Pay Less.” can also be used independently of the Bullseye, depending on the campaign or application. Whether it is used independently or in a logo lockup, it should have a consistent appearance.

BRAND
PROMISE

The Target brand promise holds true in all languages.

In print advertising, it is preferred that you use the Bullseye Design and “Expect More. Pay Less.” brand promise. If you do not want to use the logo lockup, you may separate the brand promise from the Bullseye and embed it in the copy as shown here. “Expect More. Pay Less.” must stand out separately in the copy block.

Example:

**The Converse® One Star® Double-Layer Shirt,
Bootcut Jeans and Oxford Sneakers.**

Starting at 12.99. Expect More. Pay Less.



TROUVEZ MIEUX. PAYEZ MOINS.



CUENTA CON MÁS. PAGA MENOS.

Target's corporate font is Helvetica Neue.
Helvetica Neue is preferred for brand and
corporate communication.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 45 Light