

# Sam's Club Design Style Guide

Last updated 8/24/21



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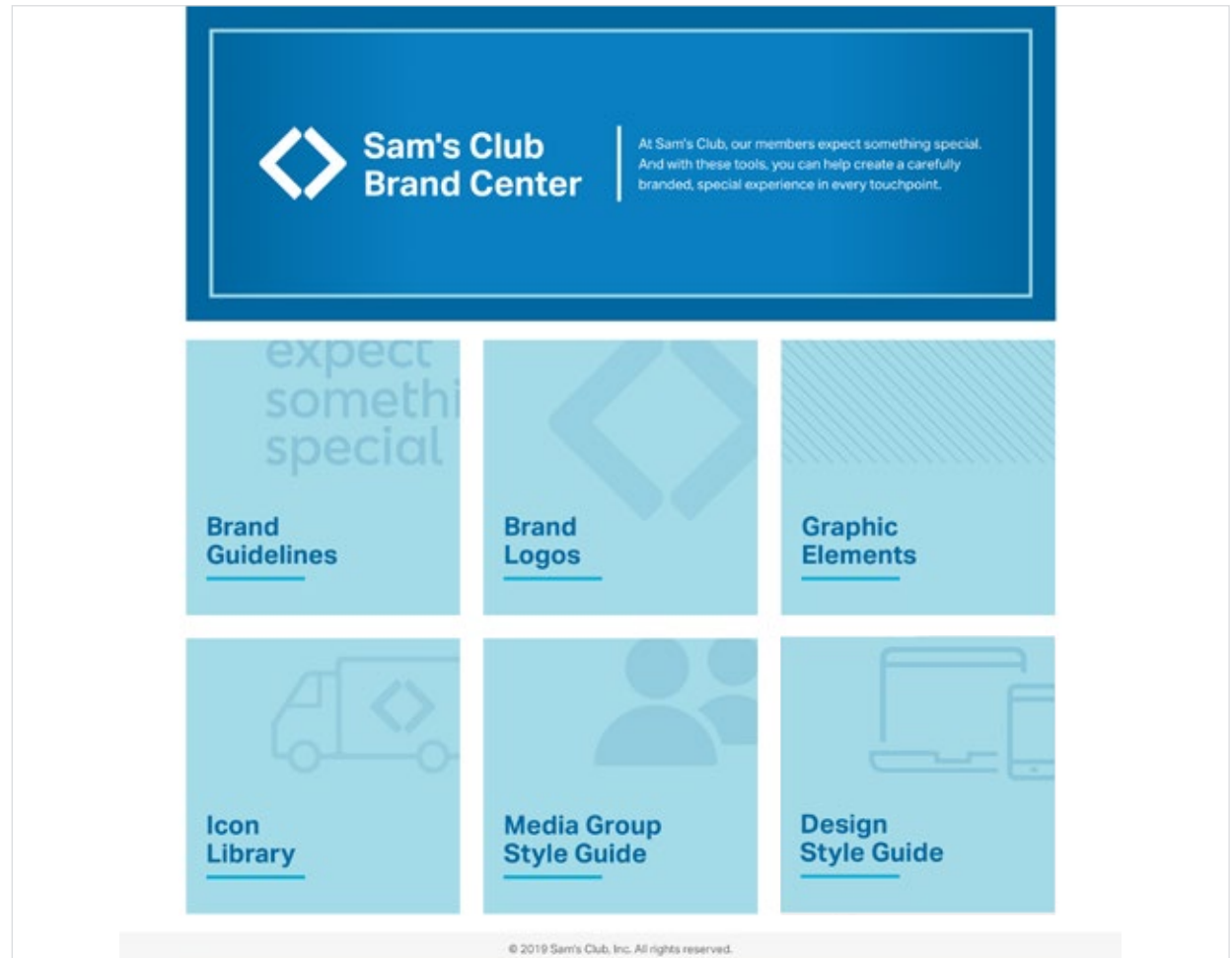
## Introduction

We have our own unique identity of being fun, innovative, modern, witty and relatable. Having a consistent look and voice across all our site assets helps strengthen our brand identity and makes us more top-of-mind to members.

The Design Style Guide showcases our templated digital assets designed to help designers and outside agencies stay within our brand guidelines so we can create a cohesive look and feel across our site.

To keep with our identity, copy should be short and sweet with one primary message. Design should follow the PSD templates and be in-line with the main brand guidelines. Following these guidelines will give you the best chance of having your asset approved as is.

Visit the [SAM'S CLUB BRAND CENTER](#) to download the main brand guidelines.



## Brand Colors

Our brand palette has been updated to communicate that we are a modern, energetic and bold company. Our primary and secondary palettes are fresh and reflect our “bold bestie” personality.

## Supporting Colors

Use supporting colors with intention. There needs to be a strong design rationale and/or a visual correlation with the hero image when incorporating a supporting color. Select tones that are complementary to our brand palette and use bright jewel tones when choosing supporting colors.

### Primary Brand Colors

SAM'S BLUE



SAPPHIRE BLUE

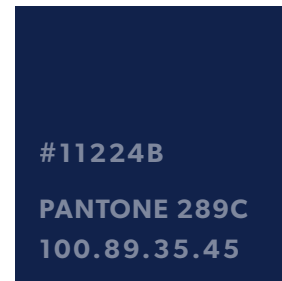


SKY BLUE



### Secondary Brand Colors

MIDNIGHT BLUE



TROPICAL BLUE



### Tertiary Brand Colors

UX BLUE



MID GREY



LIGHT GREY



## Contrast Checker

All text must pass WCAG AA standards with the WebAIM Color Contrast Checker:

[webaim.org/resources/contrastchecker/](https://webaim.org/resources/contrastchecker/)

### Normal Text

This would include preheaders, subheads, CTAs and any other text below 18.66px.

### Large Text

This applies to headlines or titles at least 18.66px when the text is bold and 24px when the text is regular.

### Graphical Objects and User Interface Components

For button-style CTAs where the text is encapsulated in a rectangle (mobile, tablet, email, etc...), the text needs to pass against the background color, as well as the button color against the background it sits on.

## Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground Color: #FFFFFF

Background Color: #22449B

Contrast Ratio: 8.87:1

[permalink](#)

### Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

### Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

### Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input

# Contrast Checker

[webaim.org/resources/contrastchecker/](http://webaim.org/resources/contrastchecker/)

In order to comply with ADA standards, please use these color combinations for text and background in all digital assets.

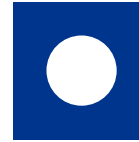
## ADA Compliant Combinations

### SAM'S BLUE BACKGROUND



WHITE  
TEXT

### SAPPHIRE BLUE BACKGROUND



WHITE  
TEXT

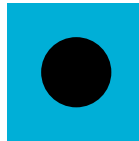


SKY BLUE  
TEXT



LIGHT GREY  
TEXT

### TROPICAL BLUE BACKGROUND



BLACK  
TEXT

### MIDNIGHT BLUE BACKGROUND



WHITE  
TEXT



SKY BLUE  
TEXT



LIGHT GREY  
TEXT

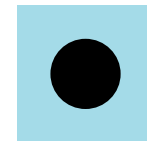
### SKY BLUE BACKGROUND



SAM'S BLUE  
TEXT



MIDNIGHT BLUE  
TEXT



BLACK  
TEXT

## Contrast Checker

Both CTA text and arrow need to pass the contrast checker.

[webaim.org/resources/contrastchecker/](https://webaim.org/resources/contrastchecker/)

### CTA Guidance



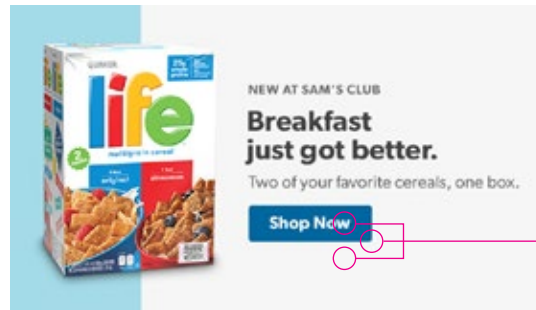
Both arrow color against button color and button against background must pass large text specifications.



Arrow color must pass "Large Text" against background.

### Large Text

WCAG AA: **Pass**



Both CTA text against button color and button against background color must pass large text specifications.

### Large Text

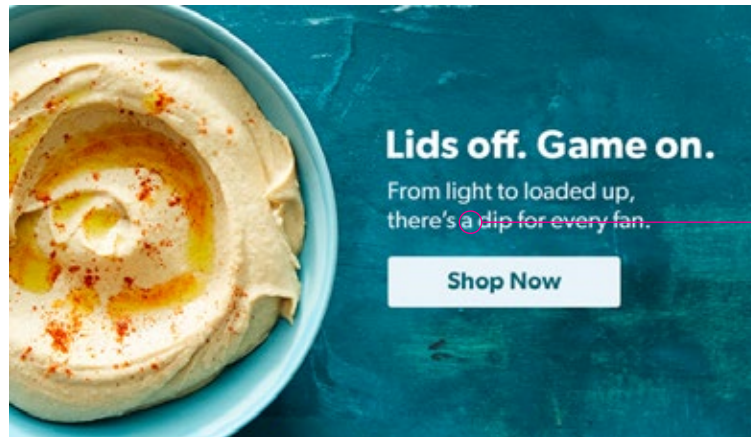
WCAG AA: **Pass**

## Placing text on an image

When placing text on an image, or any background that is not a solid color, sample the darkest color that touches the text and enter that as the background color in the contrast checker. If the text is lighter than the background, the lightest area that touches the text should be sampled and used as the background color.



The darkest area of the background that touches the text should be sampled and entered in as background color.



When using text lighter than the background, the lightest area that touches the text should be sampled and entered in as background color.



## Gradients

Subtle gradient to add depth and visual interest.

**NOTE:** Use gradients sparingly on badges and graphic-only assets.

Can apply gradient to seasonal/ accent colors.

GEOMETRIC GRADIENT



BASIC GRADIENT



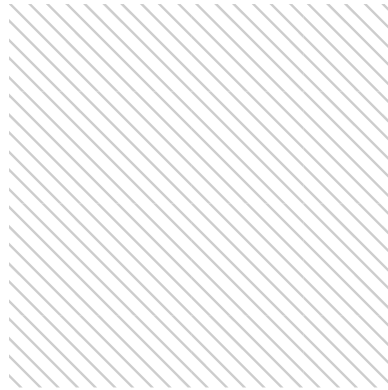
## Patterns

Clean, simple patterns used in an unexpected way, to help elevate the design while adding a hint of playfulness.

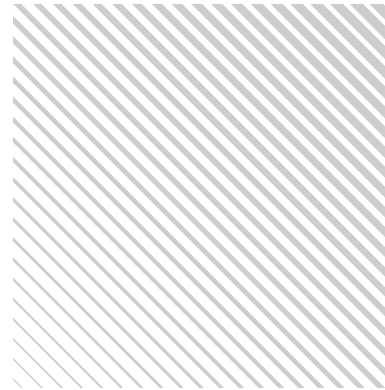
### Best Practices

- Use of patterns should never be overpowering.
- Patterns are only used as enhancement - HL and photography should always be the HERO
- Find unexpected, delightful ways to incorporate patterns.

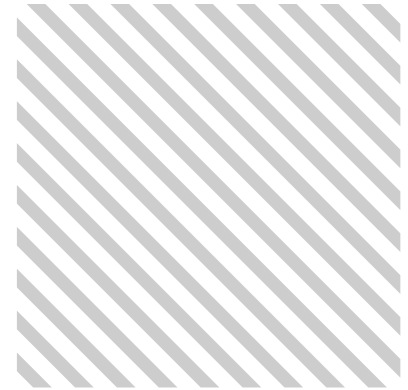
STRIPES 1



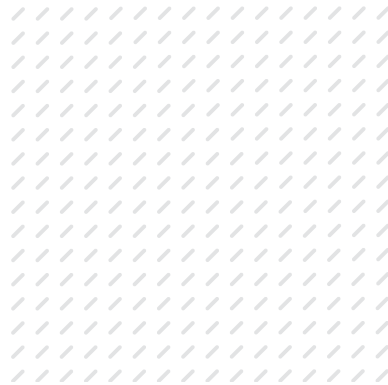
STRIPES 2



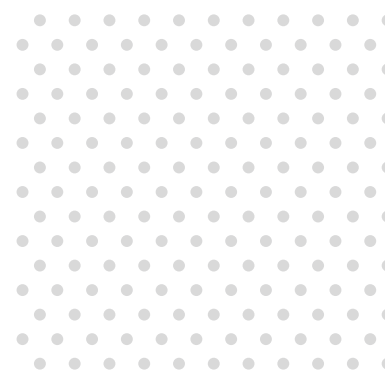
STRIPES 3



DASHES



DOTS



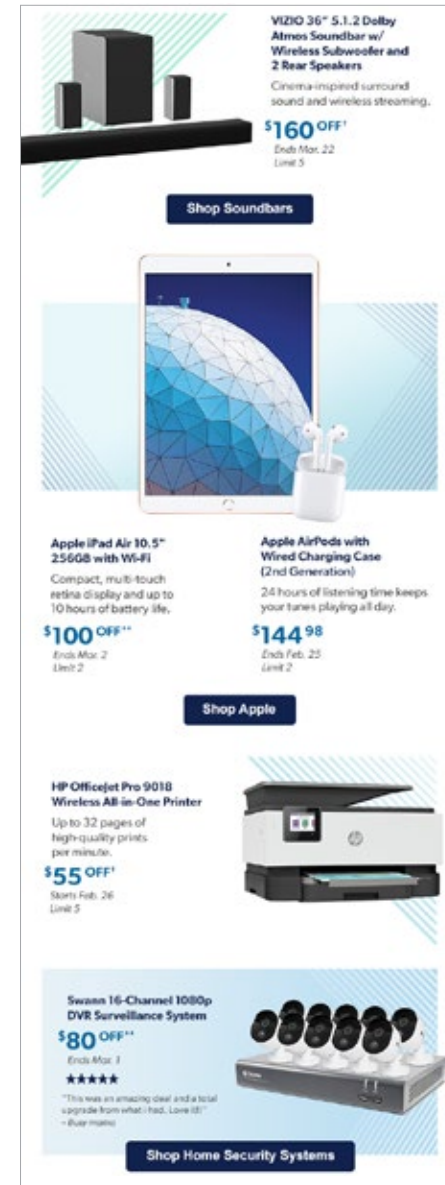
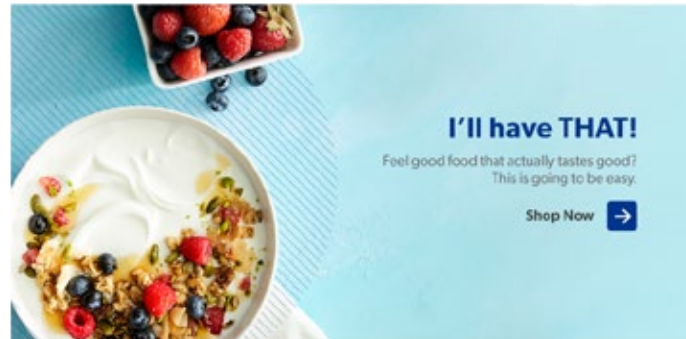
## Pattern Examples

Clean, simple patterns used in an unexpected way, to help elevate the design while adding a hint of playfulness.

### Best Practices

- Use of patterns should never be overpowering.
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### STRIPES



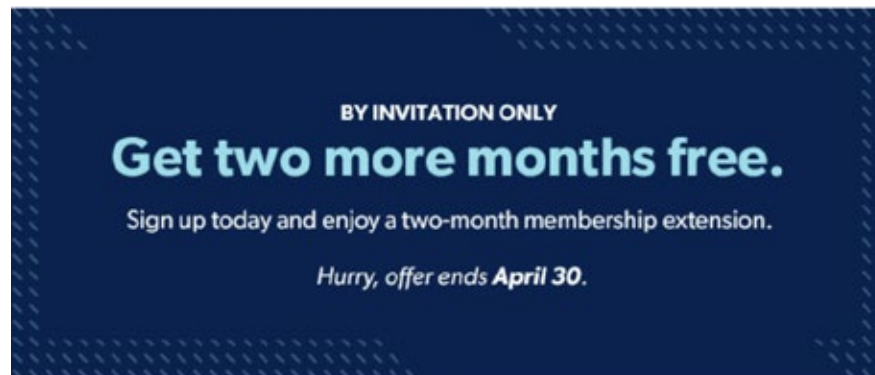
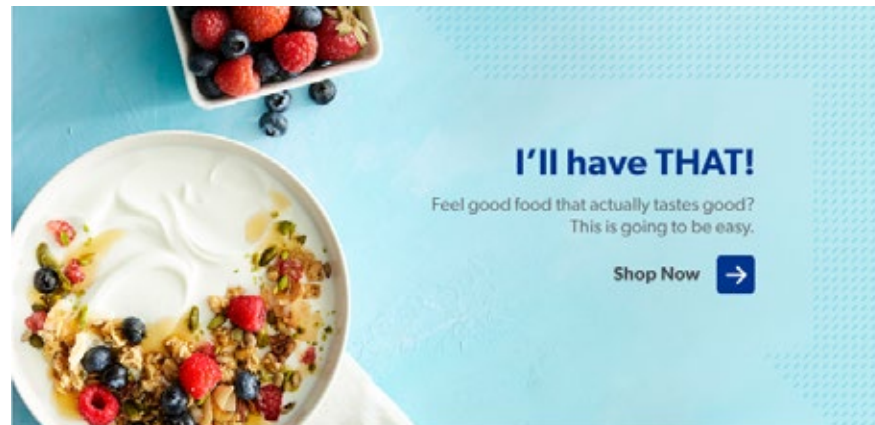
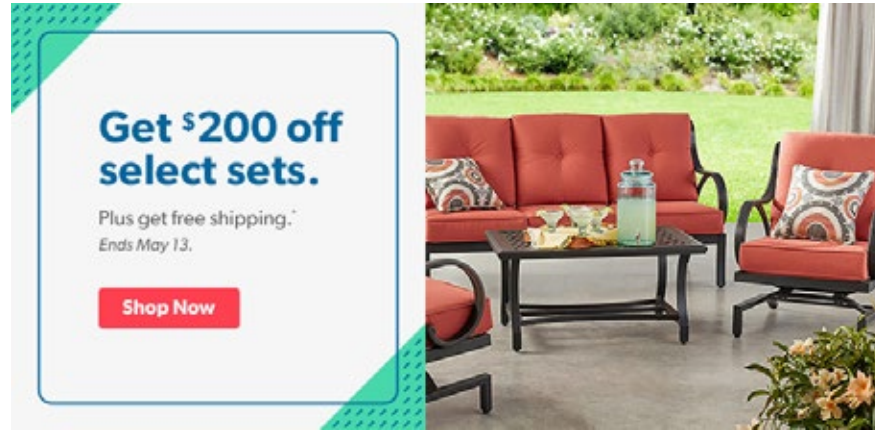
## Pattern Examples

Clean, simple patterns used in an unexpected way, to help elevate the design while adding a hint of playfulness.

### Best Practices

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### DASHES



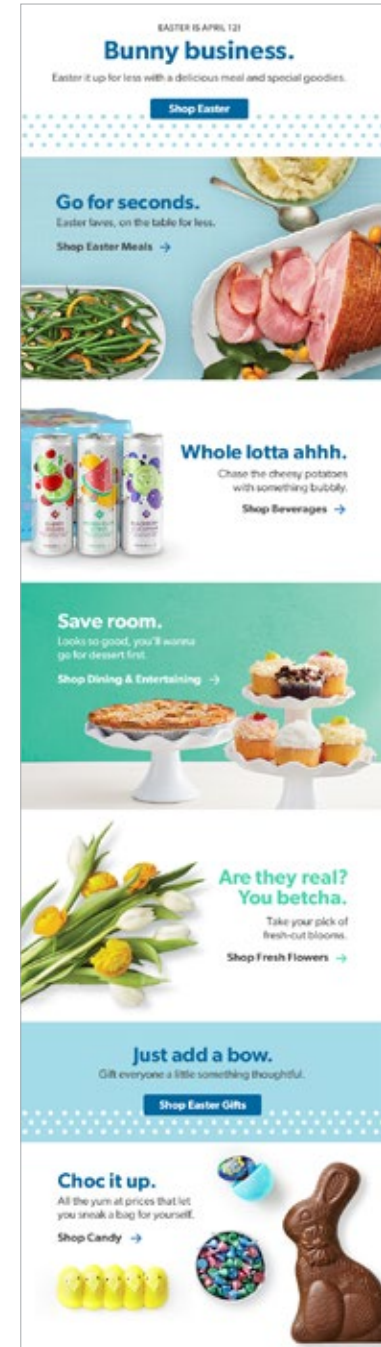
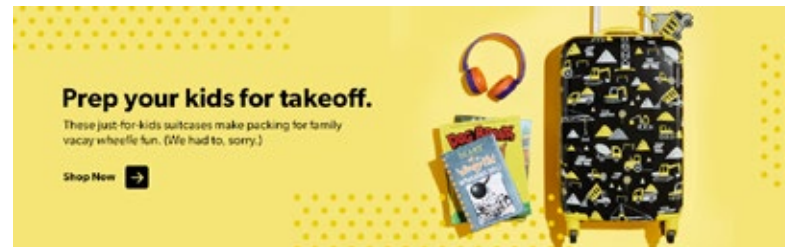
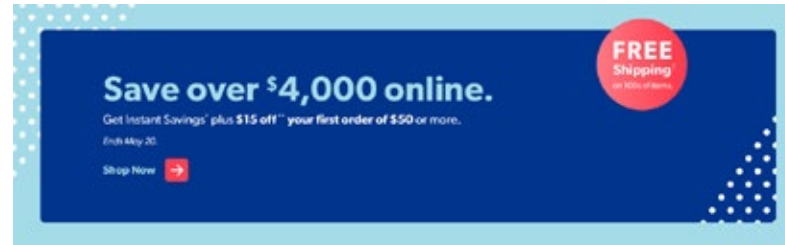
## Pattern Examples

Clean, simple patterns used in an unexpected way, to help elevate the design while adding a hint of playfulness.

### Best Practices

- Use of patterns should never be overpowering.
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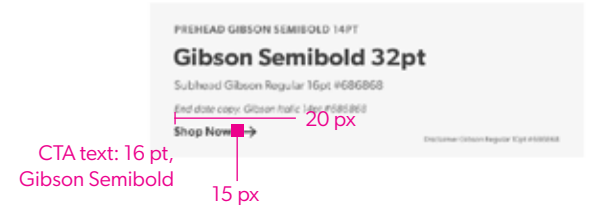
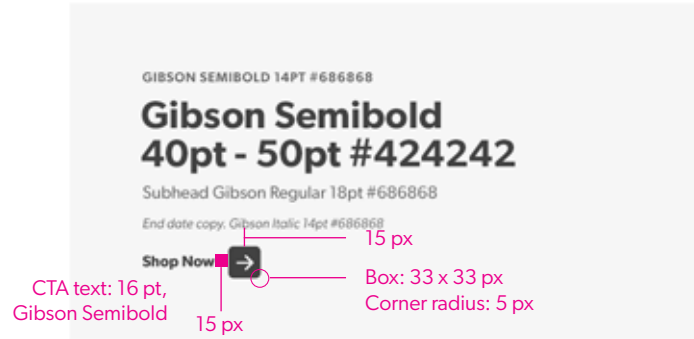
### DOTS



# CTA styles

HP POV - DESKTOP (1140X350)  
 CAT POV - DESKTOP (760X370)  
 HP FEATURED SERVICE - DESKTOP (562X280)

HP PRODUCT MARKETING MODULE (566X200)



TABLET POV - XLARGE (1456X857)



MOBILE POV - MED (768X452)



CATEGORY POV - MOBILE (750X430)



## Brand Font

Gibson is our primary brand font. We use four different weights to distinguish visual hierarchy.

GIBSON

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**01234567890 (.,;:'"\$#@!&\*)**

---

### Primary Fonts

GIBSON SEMIBOLD

**Aa**

GIBSON REGULAR

Aa

### Secondary Fonts

GIBSON BOLD

**Aa**

GIBSON BOOK

Aa

## Type Treatment

Overall width, alignment, and size of H1 headlines may depend on placement in relation to product images and/or photographs. Resizing is up to the discretion of the designer, but must maintain proportions and visual hierarchy between all heads.

Choose one H2 Sub Headline option to pair with the Main Headline based on your layout. Both treatments should not be used in the same design.

Body copy size should remain consistent across all module sections within the design.

### Print

H1 MAIN HEADLINE

# Gibson Semibold 40pt - 60pt

H2 SUB HEADLINE - OPTION 1

GIBSON BOOK, ALL CAPS, UNDERLINE, 24PT

H2 SUB HEADLINE - OPTION 2

**GIBSON REGULAR, ALL CAPS  
FILL, 24PT, TRACKING 250**

H3 SUB HEADLINE

**GIBSON BOLD, ALL CAPS, 14PT**

BODY COPY

Gibson regular, 10pt - 14pt

SECTION/CATEGORY LEAD

**GIBSON SEMIBOLD, ALL CAPS, UNDERLINE**  
**9PT, TRACKING 250**



## Type Treatment

Overall width, alignment, and size of H1 headlines may depend on placement in relation to product images and/or photographs. Resizing is up to the discretion of the designer, but must maintain proportions and visual hierarchy between all heads.

Choose one H2 Sub Headline option to pair with the Main Headline based on your layout. Both treatments should not be used in the same design.

Body copy size should remain consistent across all module sections within the design.

### Email

H1 MAIN HEADLINE

**Gibson  
Semibold  
45pt - 55pt**

H2 SUB HEADLINE - OPTION 1

**GIBSON REGULAR, ALL CAPS  
FILL, 22PT-28PT, TRACKING 150**

H2 SUB HEADLINE - OPTION 2

**GIBSON BOLD  
ALL CAPS, 22PT - 28PT**

BODY COPY

Gibson regular  
16pt - 20pt

EYEBROW

**GIBSON SEMIBOLD, ALL CAPS  
9PT - 12PT, TRACKING 150**

### Onsite

H1 MAIN HEADLINE

**Gibson  
Semibold**

H2 SUB HEADLINE

**GIBSON BOLD  
ALL CAPS**

BODY COPY

Gibson regular

EYEBROW

**GIBSON SEMIBOLD  
ALL CAPS**

**NOTE:** Refer to site assets template for onsite type specs.

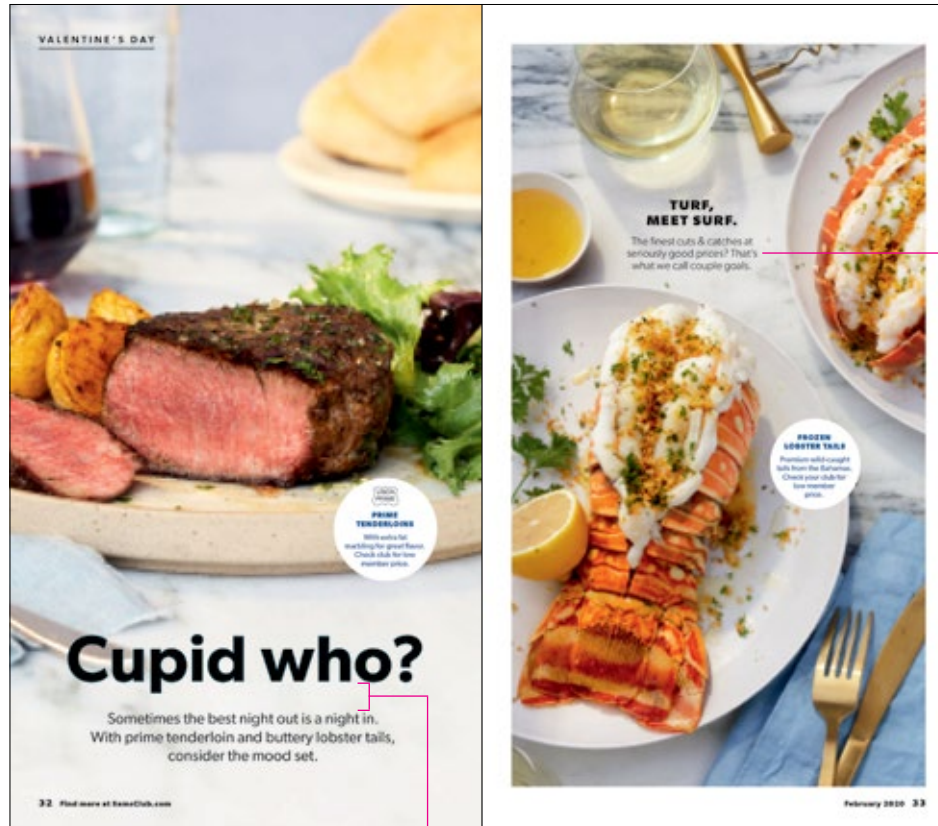
## Type Spacing

### KERNING

# 25% Off 25% Off

Manually kern out letters that run into each other.

### LEADING AND COPY SPACING



Keep subcopy leading at +2pt and consistent throughout the design layout.

Always create enough space between headline and subcopy to allow for visual breaks. Keep spacing consistent throughout the design layout.

# Type Treatment Examples

## Print

### Bring back the sit-down meal.

A great dining set will turn that underused dining room into a destination—and free up your kitchen counters for, you know, cooking.

**Great dining sets** will turn that underused dining room into a destination—and free up your kitchen counters for, you know, cooking.

**Look for inspiration** in the kitchen sink.

**FOR THE HOME**

### EVERYTHING YOU NEED, INCLUDING THE KITCHEN SINK.

**GOOD AT PLANKS?**

Get the apartment-friendly, low-maintenance look of wood-look tile with the good-looking feel of wood-look tile. It's the best of both worlds. **100% Waterproof & Resistant to Stains**. **Backsplash**. **Perfect for the kitchen.**

**EASTER TREATS**

## Baskets for every bunny.

Help to spread something you need to get ahead of Easter gifting.

**COTTONTAIL FARMS**

**SHORT ON TIME?**

Peeps, Fun Dip, and other candies are available in a variety of sizes.

**BACKYARD BBQ**

### Table for 12

There's nothing more you'll need for the perfect backyard BBQ.

**12" Square Table**

**12" Square Table**

**12" Square Table**

**12" Square Table**

## Digital

**EASTER IS APRIL 12**

## Your Sunday best.

From the ham to the gift baskets and everything in between.

[Shop Easter](#)

**Tech it outside.**

With these smart, fun and portable gadgets, ideally.

[Shop Now](#)

**sam's club**

Beauty Electronics Furniture Outdoor & Patio New Items

### OUTDOOR ENTERTAINING

## Chill mode, activated.

Member's Mark™ will turn your backyard into a destination. Chair-side drink service not included.

[Outdoor & Patio](#)

**\$1,799**

Member's Mark™ Outdoor 6 Piece Seating

**EVERYONE'S INVITED.**

Burgers for 12? No problem. Grill and more than 100 sides at the table.

**\$199\*\***

Member's Mark™ 6 Burner Gas Griddle

**PRETTY AND ALSO PRETTY TOUGH.**

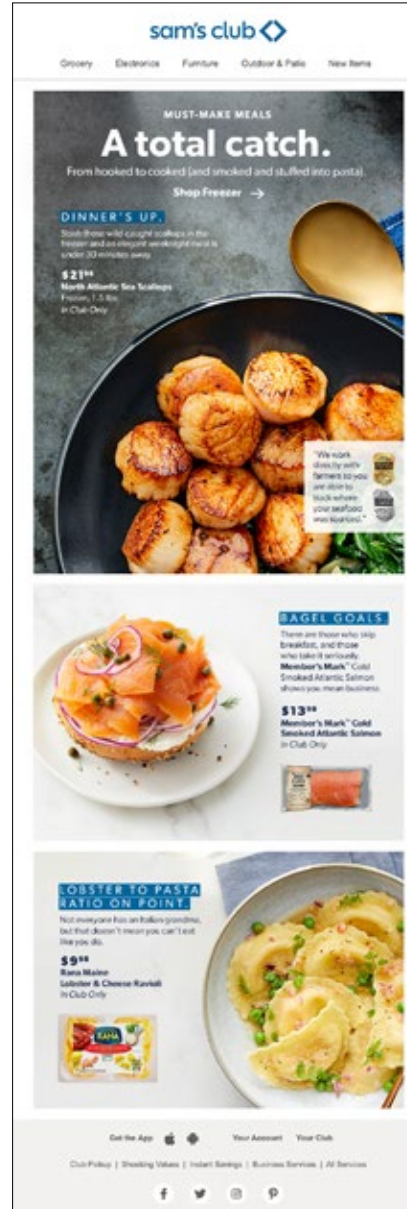
Member's Mark™ 10 Piece Round Set

**\$19\*\***

# Type Treatment Examples

## Omni-Channel

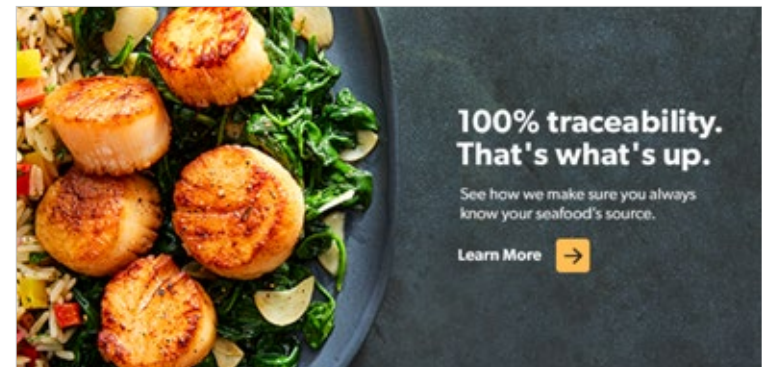
EMAIL



PRINT



ONSITE



## Stock Photography

Use stock photography when there isn't a better option from the in-house lifestyle photography we've shot.

Avoid photography that is staged and/or posed.

Avoid anything too cutesy.

Use candid, authentic-feeling photography when there are people in the shot.

If you need photography of a home interior, try to keep the decor neutral and not too modern or identifiable. We don't want it to be too flashy and result in people thinking we sell what's in the photo.

When looking for food photography, keep it straightforward.

### GOOD EXAMPLES



### BAD EXAMPLES



## Badges

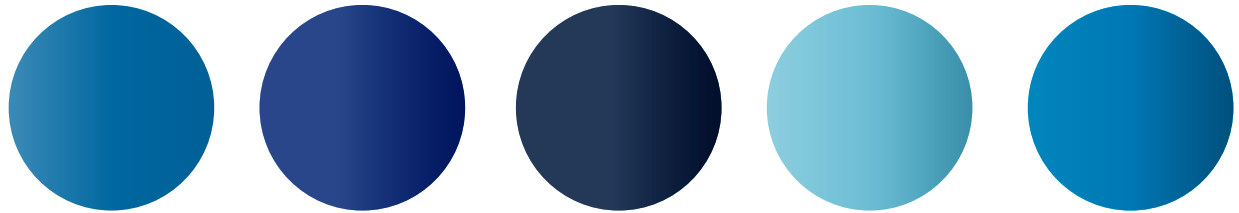
Use badge treatments for price savings promotional messaging or “Expect Something Special”.



GEOMETRIC GRADIENT



BASIC GRADIENT



## Badges

Use badge treatments for price savings promotional messaging or to call out other important information

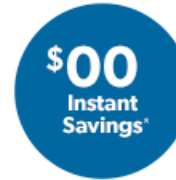
[DOWNLOAD WORKING FILE HERE](#)



Single Digits



Double Digits



Triple Digits



Quadruple Digits



Dollars & Cents



Scale 2x larger when placing on tablet sized assets.

## Callout Treatments

Use these to call out specific product features or product names or to highlight the quality or value story.

**Body copy:** Gibson Book, size 9pt, leading 11pt, kerning metrics, tracking 0

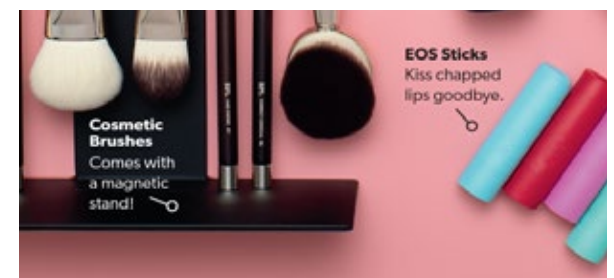
**NOTE:** All versions are interchangeable based on design layout.

Lorem ipsum dolor sit amet, do eiusmod tempor ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, do eiusmod tempor ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, do eiusmod tempor ut labore et dolore magna aliqua.

### EXAMPLES





# Callout Treatment

## Why we love this w/Headshot:

**Lead-in copy:** Gibson Medium, 12pt (all caps), 0.05" space after

**Body copy:** Gibson italic, size 10pt, leading 12pt, kerning metrics, tracking 0

**Job title copy:** Gibson Regular, 8pt

**NOTE:** All versions are Interchangeable based on design layout.

“ Lorem ipsum dolor sit amet, consectetur dunt ut labore et dolore magna aliqua.”



**Joe Shmo**  
Sam's Club Employee

“

Lorem ipsum dolor sit amet, consectetur dunt ut labore et dolore magna aliqua.”



**Joe Shmo**  
Sam's Club Employee

## EXAMPLES

New lower price on all Member's Mark™ Diapers.

**Parents, we heard you.**

“ We kept hearing the same thing from members: They wanted diapers and wipes that perform and are also gentle on skin. So, we made them. We even have a one-touch lid on the wipes. Total game-changer!”

**Nick Scheidler**  
Sr. Merchant

Less than 12¢ per diaper and less than 2¢ per wipe. Seriously.

Member's Mark PREMIUM DIAPERS 136 SAVE UP TO \$700

Member's Mark PREMIUM BABY WIPES 234 SAVE UP TO \$700

Member's Mark PREMIUM FRAGRANCE FREE Baby Wipes 115¢ SAVE UP TO \$150

Member's Mark™

“ We're constantly testing these towels to keep them the best. Whether it's through scientific research, member panels or pouring liquids on them at our desks, we make sure they always meet our high standards.”

**Pam Logue** | Sr. Merchant

[Shop Now](#)

Member's Mark™

“ We're constantly testing these towels to keep them the best. Whether it's through scientific research, member panels or pouring liquids on them at our desks, we make sure they always meet our high standards.”

**Pam Logue** | Sr. Merchant

[Shop Now](#) →

## Callout Treatment

This should be used when featuring a customer review on a specific product, usually in an email.

**Headline:**

Gibson Medium, 9pt (all cap), 0.05" space after,

**Body copy:** Gibson italic, size 8pt, leading 10pt, kerning metrics, tracking 0

**User name copy:** Gibson Regular, 6pt

★★★★★

*"Lorem ipsum dolor sit amet, consectetur adipisicing mod tempor incididunt."*

- User123

### EXAMPLES

The image shows an email promotional banner for Sam's Club. At the top, the Sam's Club logo is displayed in blue. Below the logo, a navigation bar lists categories: Grocery, Electronics, Furniture, Outdoor & Patio, and New Items. The main headline reads "Instant Savings\* you love, new every week." in blue, followed by a sub-headline: "We're switching it up. Get amazing offers updated throughout the month! Check back so you don't miss a thing." A blue "Shop Now" button is positioned below the text. A blue horizontal bar contains the text "Save yourself some effort. And money." Below this, the banner is divided into two product sections. The first section features a silver Instant Pot Lux 6-in-1 Multi-Use Programmable Pressure Cooker (8 qt.) on a light green background. To its right, the text reads "Instant Pot® Lux 6-in-1 Multi-Use Programmable Pressure Cooker (8 qt.)" followed by a large "\$20 OFF" in blue, "Ends May 21.", and "Free Shipping for Plus™". Below this, a short paragraph says "Now it comes with the ability to make eggs & cake. So, every meal is covered, basically." The second section features a black Ninja Smart Screen Kitchen System. To its right, the text reads "Ninja® Smart Screen Kitchen System" followed by a large "\$20 OFF" in blue, "Ends May 24.", and "Free Shipping for Plus™". Below this, a customer review is highlighted in a pink box: "★★★★★" followed by the text "Amazing food processor and blender with amazing power! Can't believe how fast it chops things!" attributed to "- Kara". To the right of the Ninja product is a photograph of a woman in a striped apron using the blender. The banner concludes with a green and white striped diagonal pattern at the bottom right.

## Brand Voice & Tone

All Sam’s Club content should be in the Bold Bestie voice.

Your Bold Bestie listens and truly hears what you need most—while making you smile. And she does so without judgment, ready to take on anything with you (or for you).

### A Bold Bestie is:

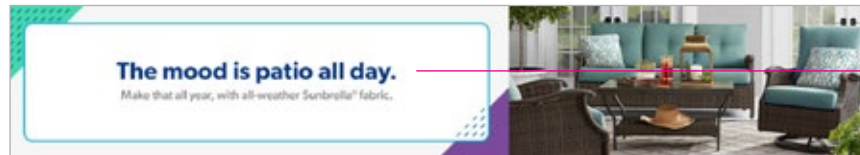
- She gets it and keeps it real with you, from little moments to big challenges.
- She knows just what you need to make you feel better and taken care of.
- She takes something off your shoulders and makes everything seem a little easier.
- She brings you something you need or love (but won’t do for yourself), like a slice of cheesecake.
- She does it all with levity and wit (and a big heart).

### Copy should:

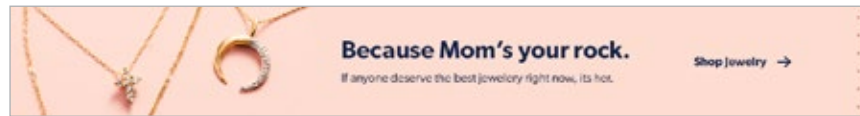
- Exercise sensitivity and caution in language, message and story choice, without avoiding, belittling or pandering.
- Opt for a friendly, calm, supportive tone vs. an overly excited or celebratory one.



POV headlines should be 1-2 lines (**MAX 20 characters**).  
Subheads should ideally be one line (**MAX 40 characters**).



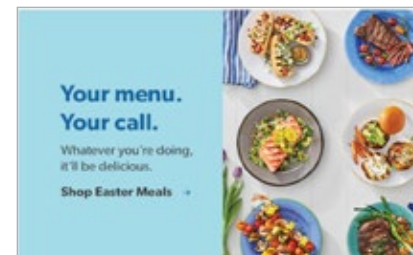
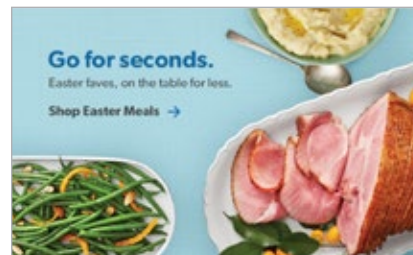
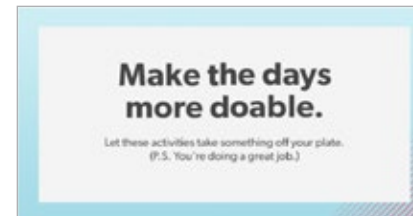
Banner headlines should be 1 line (**MAX 32 characters**).  
Subheads should also be 1 line (**MAX 75 characters**).



BEFORE COVID



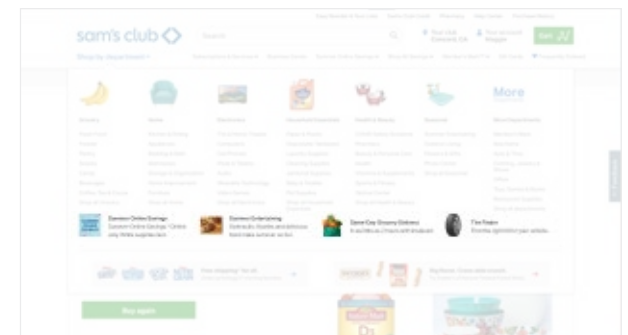
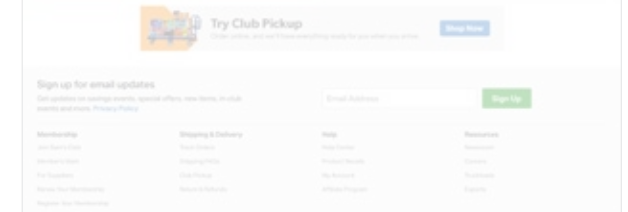
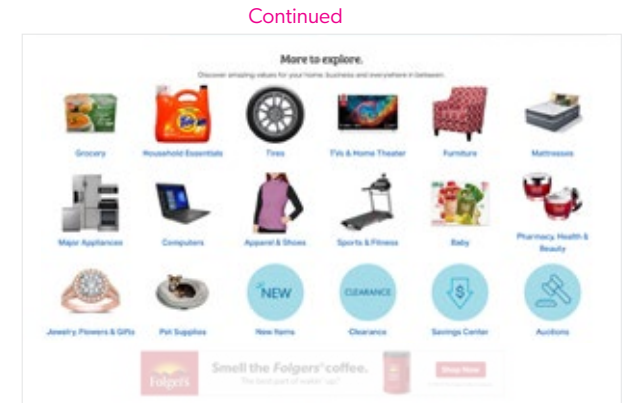
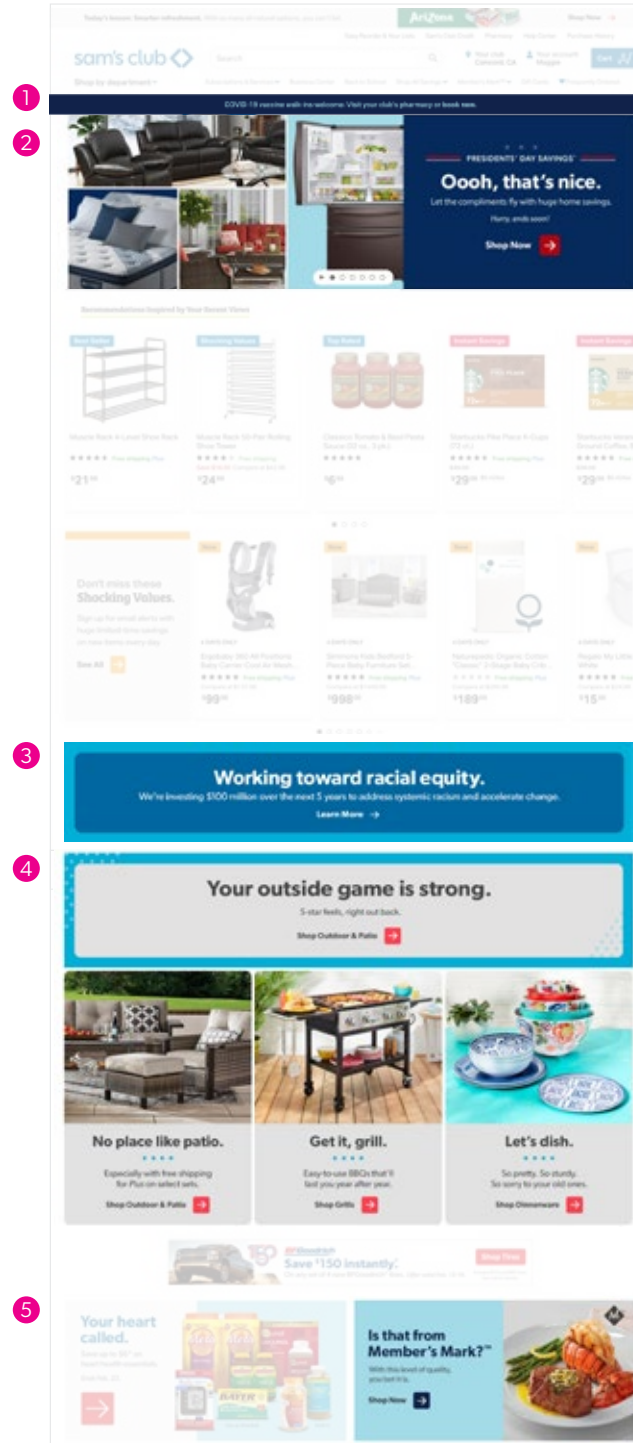
AFTER COVID



**Homepage**

# Homepage Placement Overview

1. ROS banner
2. Homepage POV
3. Social Module
4. Seasonal Hub
5. Featured Service
6. Visual Nav
7. Product Marketing Module (location may move up or depending on if Social mod is live)
8. Global Nav/"gNav" - located in "Shop by Department" drop down nav in header



6

7

8

# ROS (Run of Site) banner

This is an HTML text banner that runs above the POV and shows up on every page.

Be mindful of ADA compliance when choosing text and background colors.

Height is fixed.

This banner is always HTML coded text.

Text can only be one color and one weight. Only the CTA text is bolded.

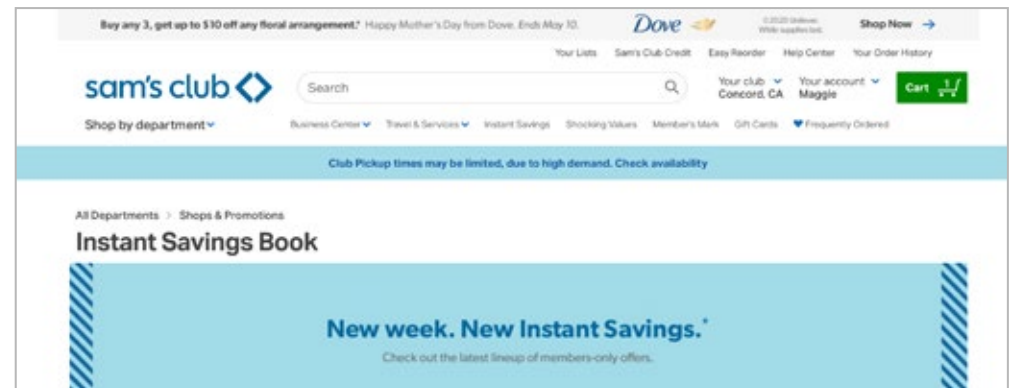
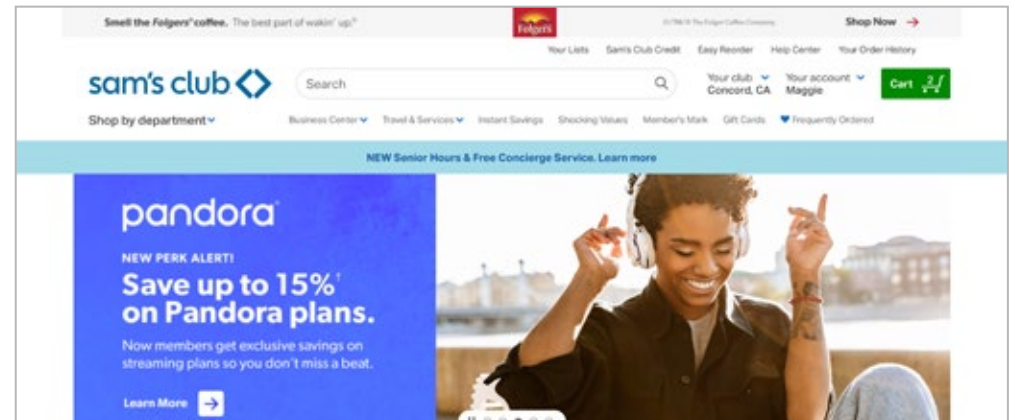
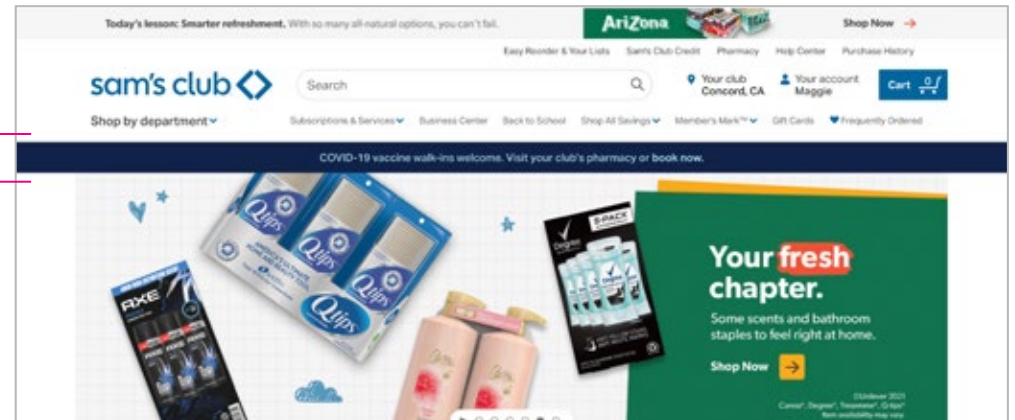
Background can be any color as long as color + text color is ADA compliant.

### COPY - CHARACTER COUNT

**MAXIMUM 80**

**FYI: CTA must be at the end of the copy line due to technical limitations**

## EXAMPLES



## Homepage POVs

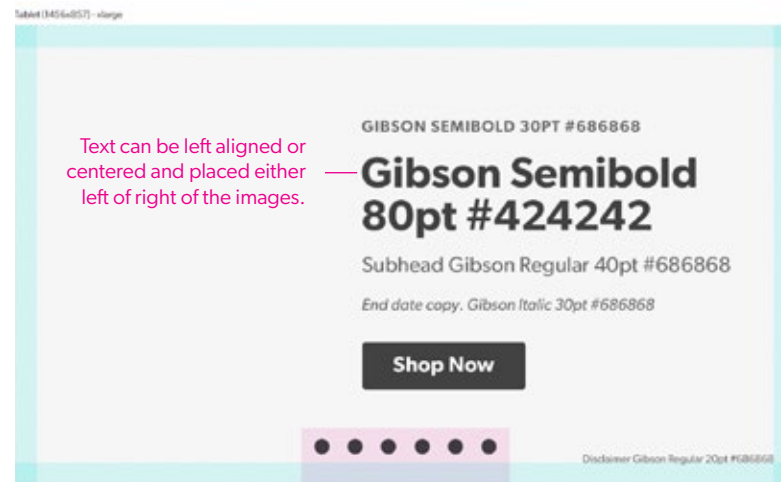
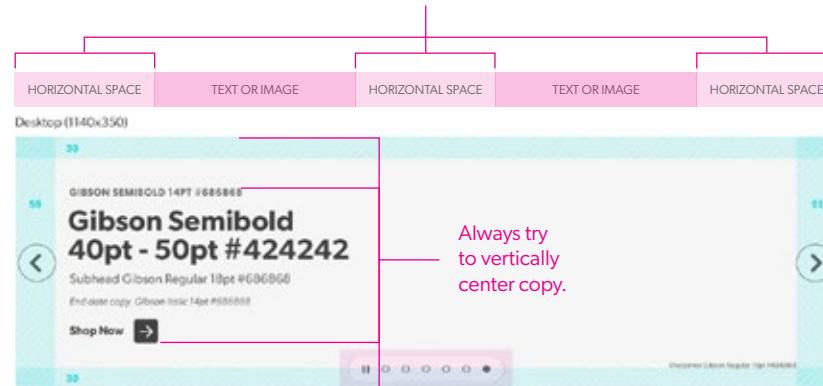
This template contains all sizes required for homepage POVs. Once layouts are complete, follow instructions in the PSD to export the individual assets. Callouts apply to all sizes.

On tablet and mobile versions, CTA button must pass the contrast checker against the background and text must pass against the button color.

### DOWNLOAD TEMPLATES HERE

Contact [brandguideteam@samsclub.com](mailto:brandguideteam@samsclub.com) for access to any templates found in this guide.

Always balance out horizontal space between text and image.



The large size is automatically generated from the xlarge layout.



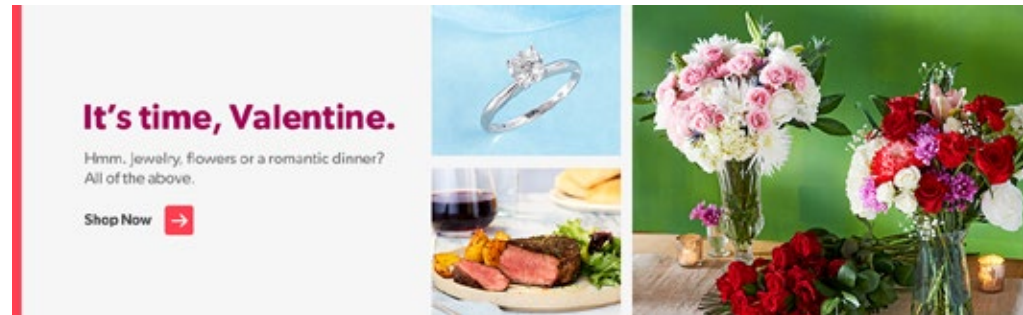
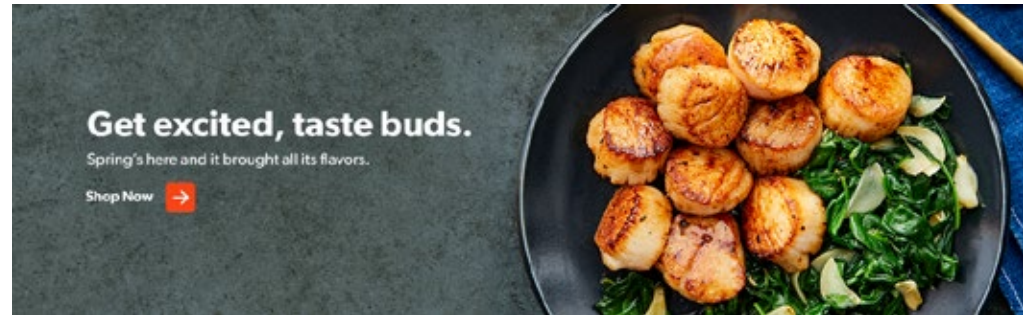
The sm size is automatically generated from the med layout.

## Desktop Homepage POVs

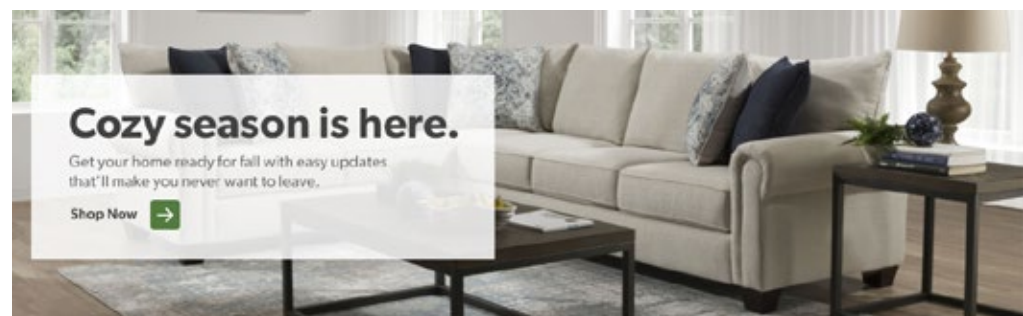
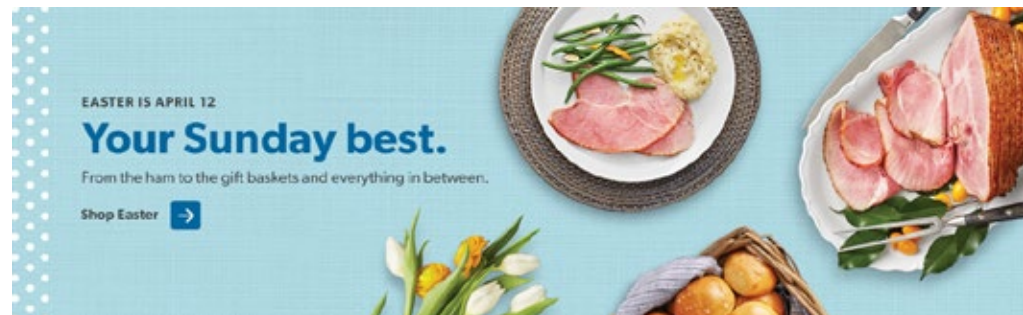
Ideally, if there's a way to leverage a full bleed lifestyle image, that should always be the first option when creating a homepage POV.

### DESKTOP EXAMPLES

40PT HEADLINE



50PT HEADLINE



If a lifestyle image is too busy, an overlay can be used to make text ADA compliant.

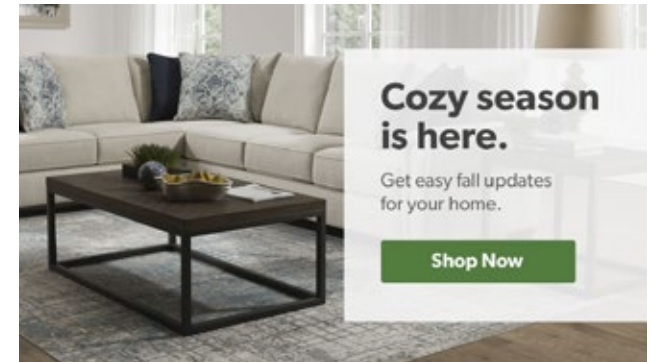
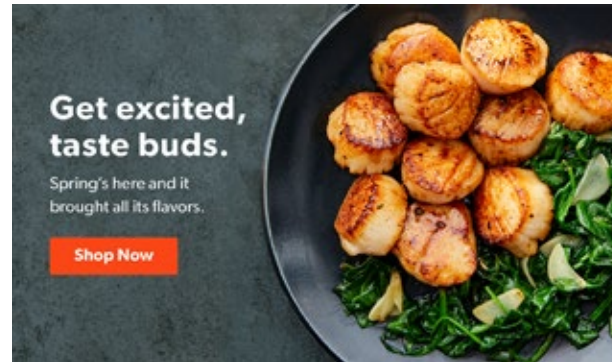
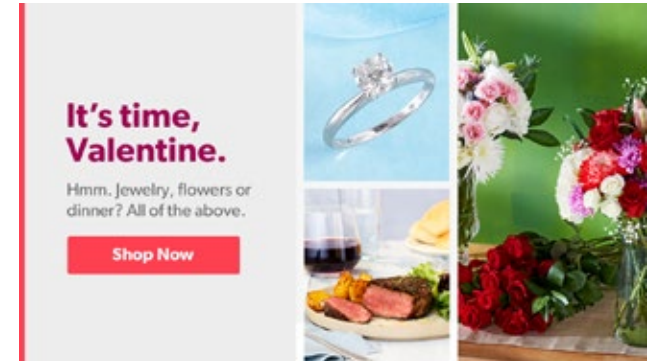


## Tablet Homepage POVs

Same guidelines apply as desktop.

CTA button must pass the contrast checker against the background and text must pass against the button color.

### TABLET EXAMPLES



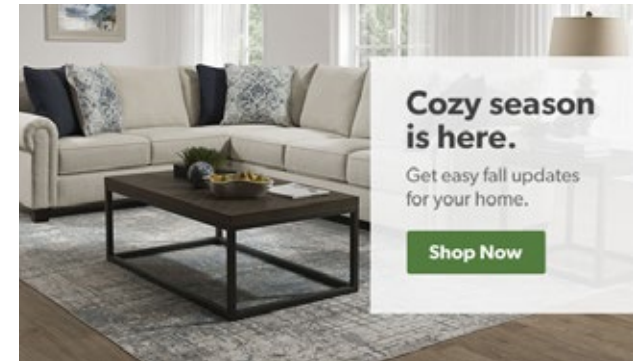
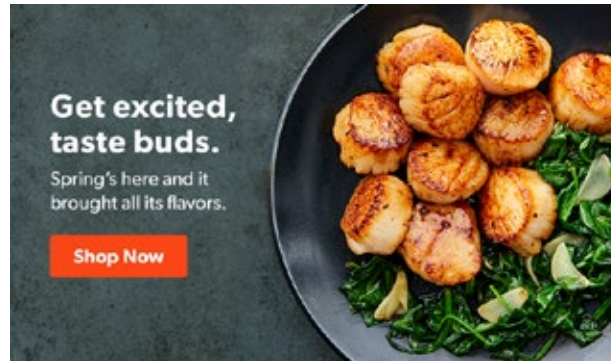
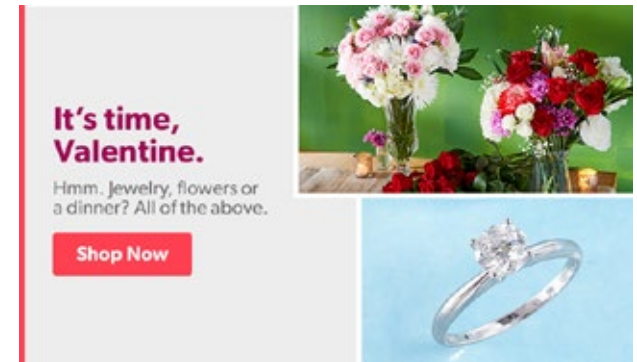
## Mobile Homepage POVs

Same guidelines apply as desktop.

CTA button must pass the contrast checker against the background and text must pass against the button color.

LINK TO TEMPLATE LOCATED ON PAGE 28

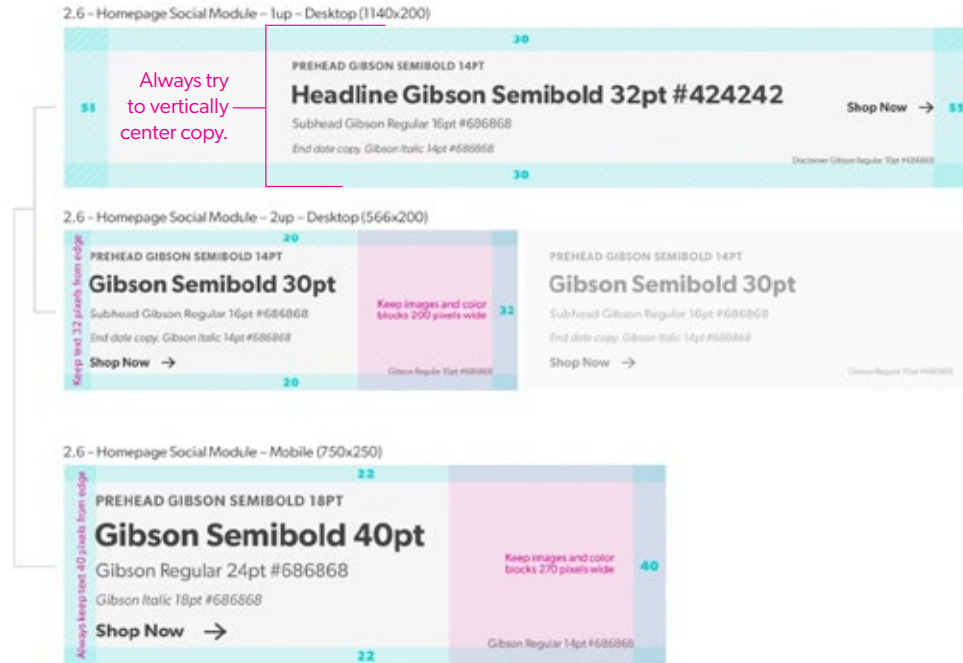
### EXAMPLES



## Social Module

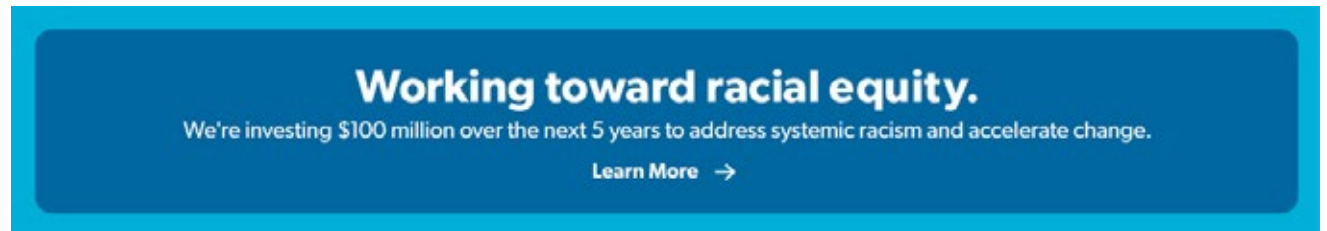
This template contains all sizes required for the Social Module. Once layouts are complete, follow instructions in the PSD to export the individual assets. Callouts apply to all sizes.

LINK TO TEMPLATE LOCATED ON PAGE 28

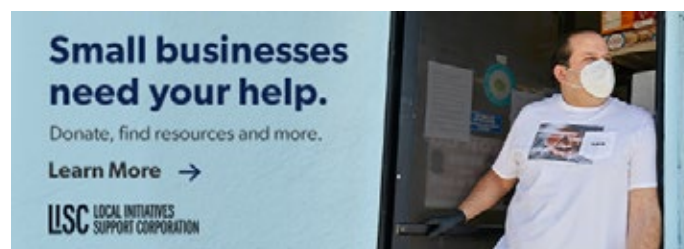


### EXAMPLES

1 UP



2 UP



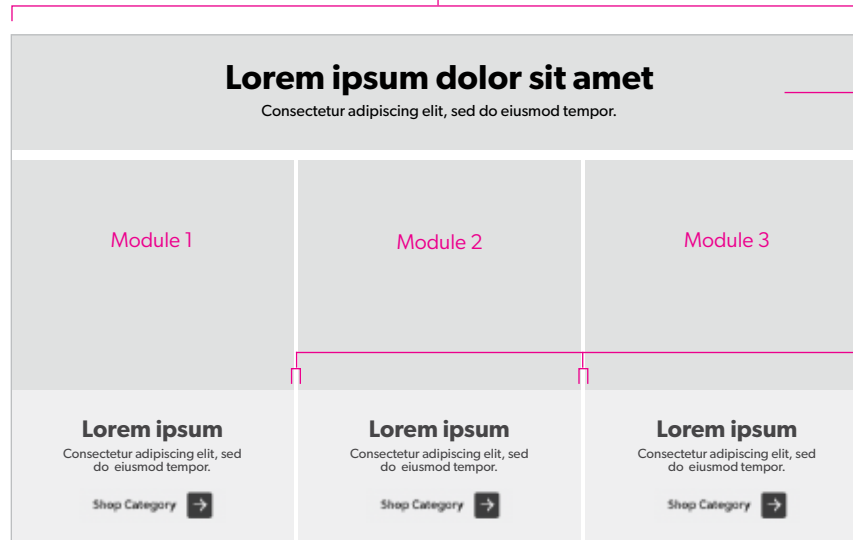
# Seasonal Hub

**IMPORTANT:**

Regardless of which layout style you use, follow these dimensions and guidelines.

WIREFRAME

Max width for entire hub is **1140px**  
Height is variable.



Title banner

**IMPORTANT:**

You also need to take into account gutters (aka the spacing between modules).

Standard gutters in web design should be of multiples of four (4px, 8px, 12px, 16px, etc.) that you can determine.

**Note: When the tile max width says it's 380px, that needs to include the gutter. So consider that when you're determining the width of each of your modules.**

For 3-up modules:  
Max width for each section is **380px**,  
gutter included, see note on the right.

For 2-up modules:  
Max width for each section is **570px**,  
gutter included, see note on the right.

# Seasonal Hub

Layout option #1

WIREFRAME

## Lorem ipsum dolor sit amet

Consectetur adipiscing elit, sed do eiusmod tempor.

Shop Category →

Shop Category →

Shop Category →

DESKTOP

## Say hey, summer!

Get your chill vibe on with the hottest must-haves, from epic grills to outdoor toys and party-ready foods.

### Everybody outdoors!

Join the fun-in-the-sun squad.

Shop Outdoor Play →

### Grill and gather

Explore top-of-the-line grills and patio sets.

Shop Outdoor Entertaining →

### Dig in. C'mon over!

There's plenty of yum to go around this Memorial Day.

Shop Home Refresh →

MOBILE

Q Search

## Say heyyy, summer!

Get your chill vibe on with the hottest must-haves.

### Everybody outdoors!

Join the fun-in-the-sun squad.

Shop Outdoor Play →

### Grill and gather

Explore top-of-the-line grills and patio sets.

Shop Outdoor Entertaining →

### Dig in. C'mon over!

There's plenty of yum to go around this Memorial Day.

Shop Home Refresh →

— Title banner

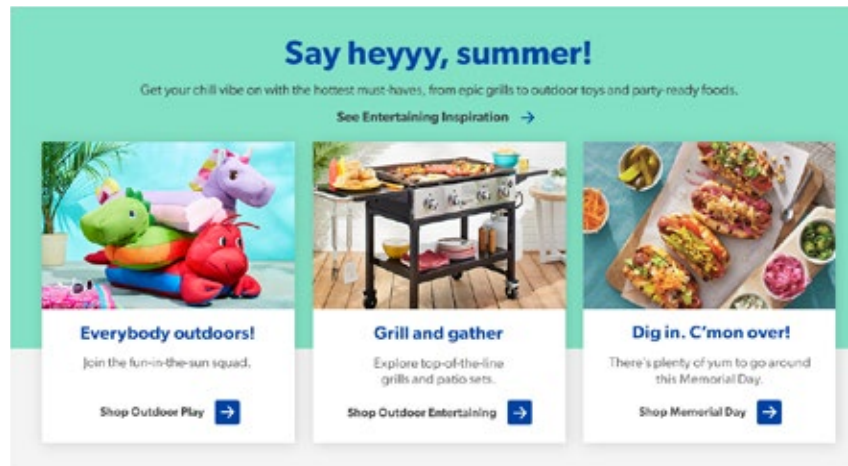
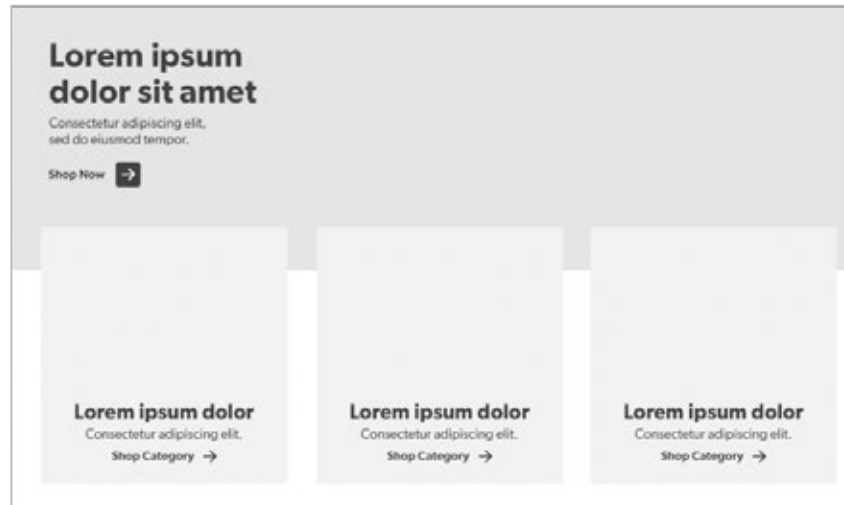
— Module 1

— Module 2

— Module 3

# Seasonal Hub

Layout option #2



DESKTOP



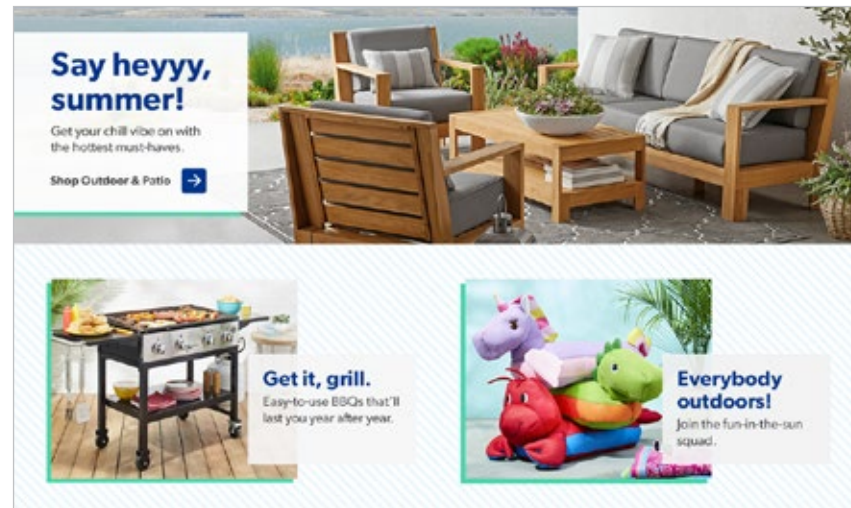
MOBILE

# Seasonal Hub

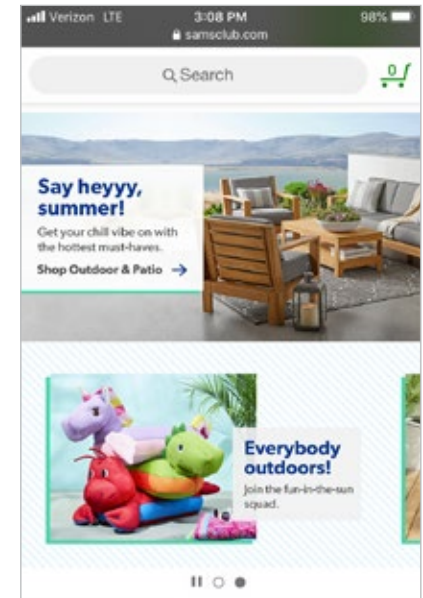
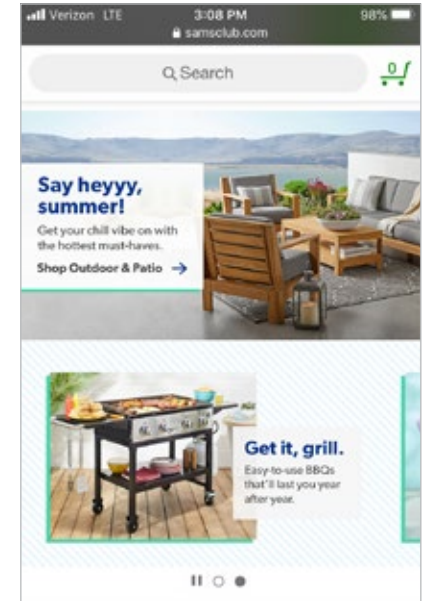
Layout option #3



WIREFRAME



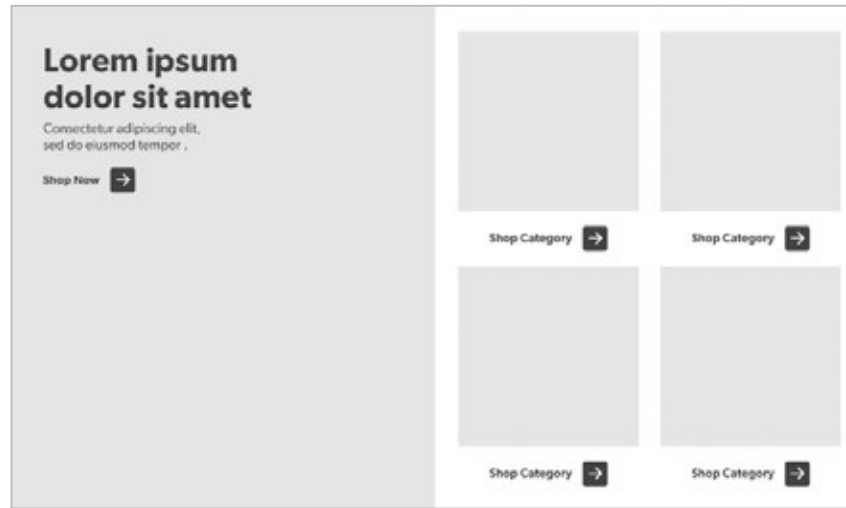
DESKTOP



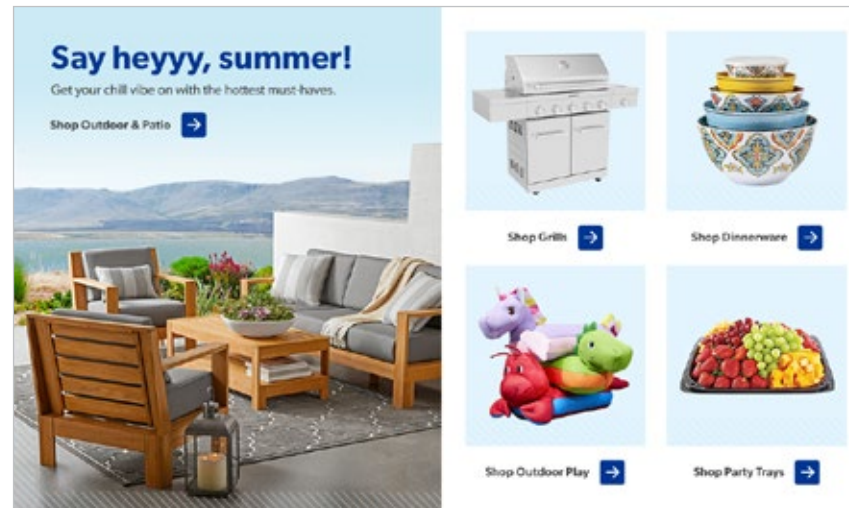
MOBILE

# Seasonal Hub

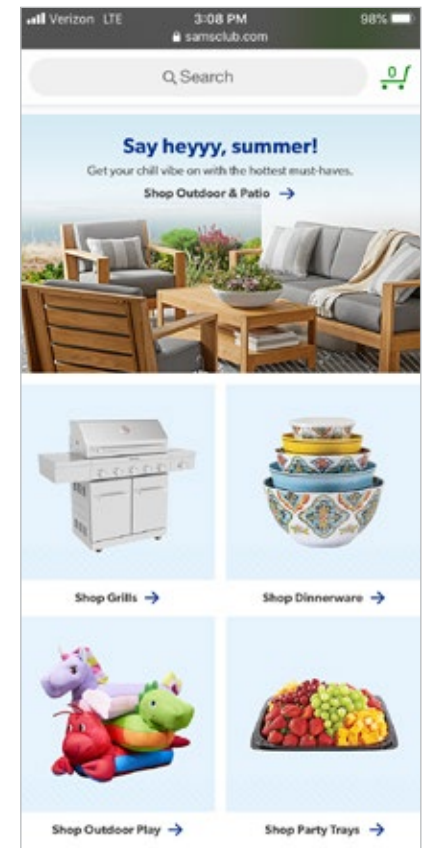
Layout option #4



WIREFRAME



DESKTOP



MOBILE





















## Visual Nav

Silo images used here are pulled dynamically from PDP pages. We are usually only asked to create new light blue bursts.

New blue bursts should be built out as a 400x400 px circle.

CURRENTLY ON HP

**More to explore.**  
Discover amazing values for your home, business and everywhere in between.

 Grocery	 Household Essentials	 Toys & Games	 TVs & Home Theater	 Furniture	 Mattresses
 Major Appliances	 Computers	 Apparel & Shoes	 Sports & Fitness	 Baby	 Jewelry, Flowers & Gifts
 Pet Supplies	 Storage & Organization	 Pharmacy, Health & Beauty	 New Items	 Clearance	 Savings Center

6-UP - SILO



Blue bursts should be built out as a 400x400 px circle.

Utilize icon library for icons and lockups used here.

# Homepage Service Modules

These banners live 2-up. One is always OMP and is designed by the OMP team. The other is always Member's Mark™ and is done by our team.

Ideally, if there's a way to leverage a full bleed lifestyle image, that should always be the first option when creating a category POV.

When a full bleed lifestyle is not an option, color blocking can be used to fill space and add color. If there's a lifestyle image available, use that over product silhouettes. Try to stick to vertical or 45 degree angled shapes.

CTA button must pass the contrast checker against the background and text must pass against the button color.

**SEE MEMBER'S MARK™ STYLE GUIDE**

**LINK TO TEMPLATE LOCATED ON PAGE 28**

Homepage Featured Service – Desktop (562x280)

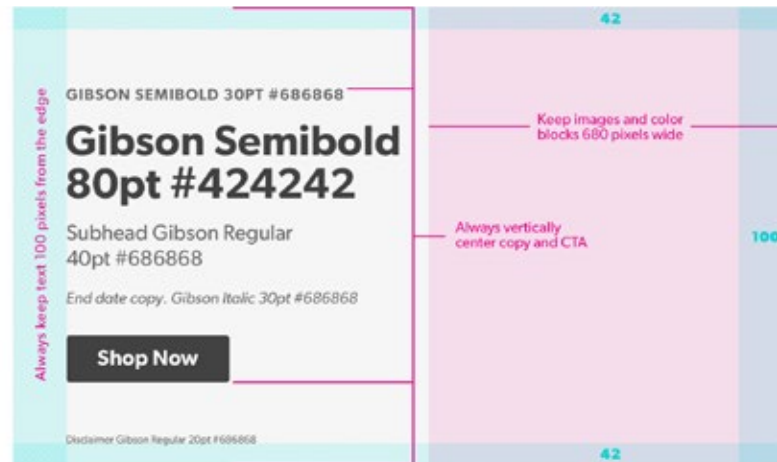


MM logo should be 40x40 and placed 15 px above the headline. See MM™ Style Guide for more specifics

Always keep text and CTA 32px from left edge.

Disclaimer will usually be right aligned and in this position unless image doesn't allow for it.

Tablet (1456x857) - xlarge



Mobile (768x452) - med

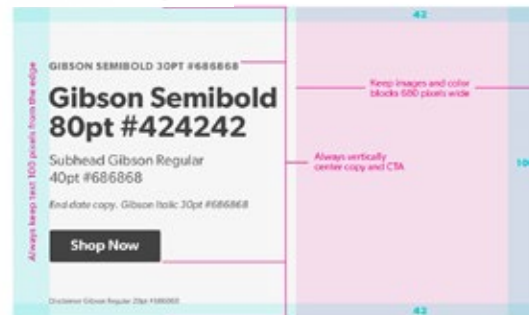


Mobile (490x288) - sm



The sm size is automatically generated from the med layout.

Tablet (992x583) - large



The large size is automatically generated from the xlarge layout.

## Service Modules

These banners live 2-up. One is always OMP and is designed by the OMP team. The other is always Member's Mark™ and is done by our team.

562x280

Ideally, if there's a way to leverage a full bleed lifestyle image, that should always be the first option when creating a category POV.

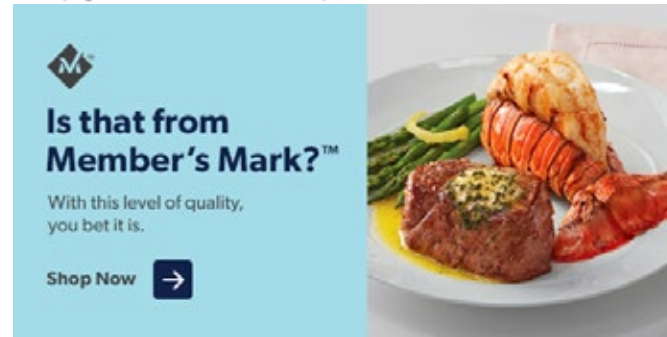
When a full bleed lifestyle is not an option, color blocking can be used to fill space and add color. If there's a lifestyle image available, use that over product silhouettes. Try to stick to vertical or 45 degree angled shapes.

CTA button must pass the contrast checker against the background and text must pass against the button color.

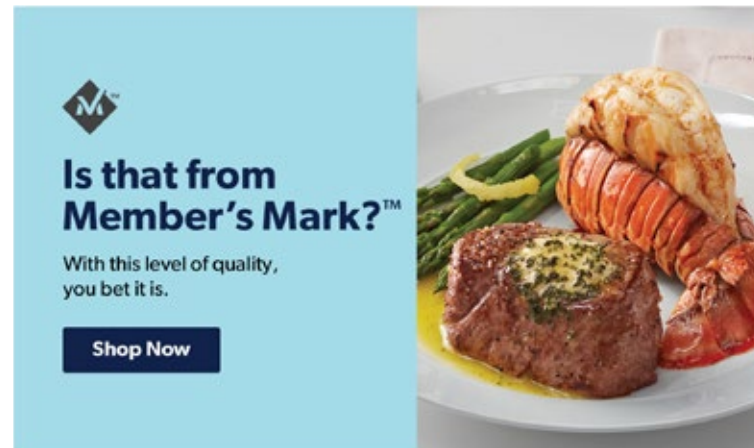
**SEE MEMBER'S MARK™ STYLE GUIDE**

**LINK TO TEMPLATE LOCATED ON PAGE 28**

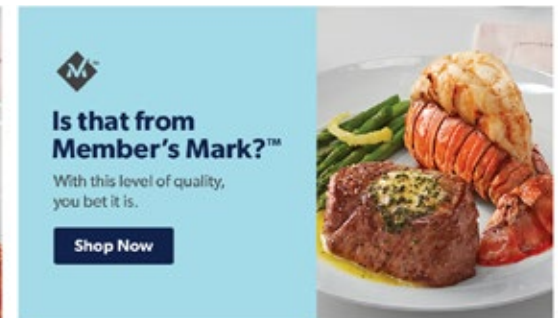
Homepage Featured Service – Desktop (562x280)



Tablet (1456x857) - xlarge



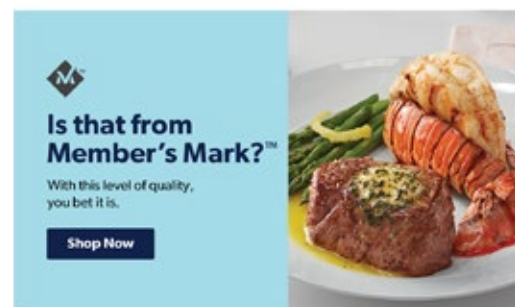
Mobile (768x452) - med



Mobile (490x288) - sm



Tablet (992x583) - large



# Desktop Product Marketing Modules 2-up

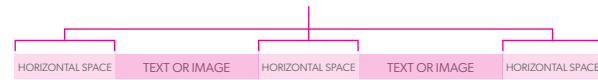
566 x 200

Maintain the neutral gray background.

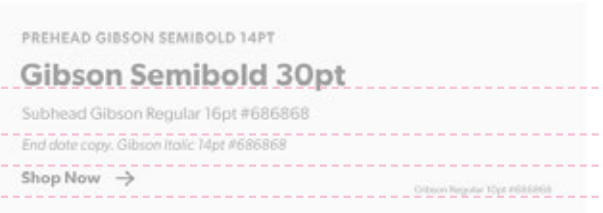
# EEEEE

LINK TO TEMPLATE LOCATED ON PAGE 28

Always balance out horizontal space between text and image.

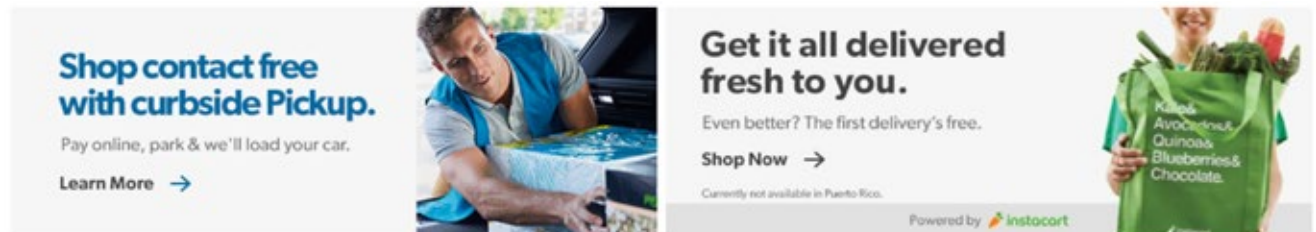


2.P – Homepage Product Marketing Module – Desktop (566x200)



These banners live 2-up. The headlines should align at least if copy lengths are different. If copy lengths are the same on both, then everything should line up. Center content block vertically.

## EXAMPLES

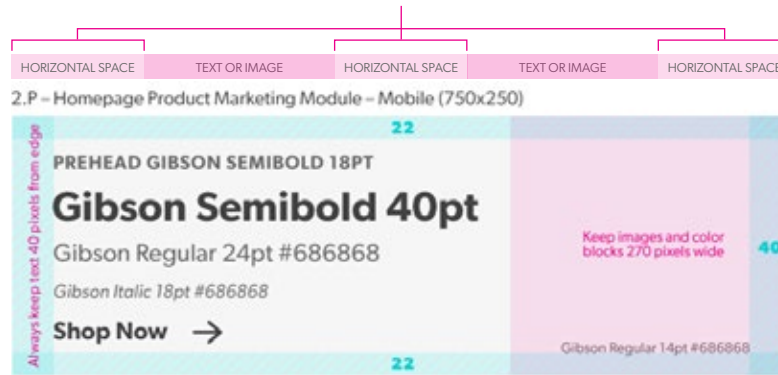


# Mobile Product Marketing Modules 2-up

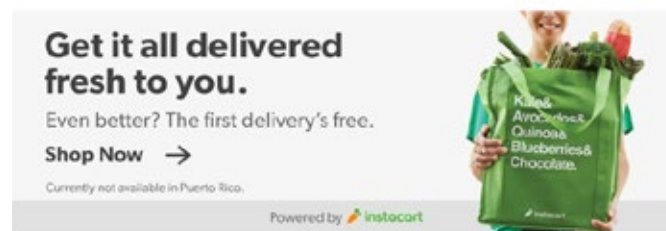
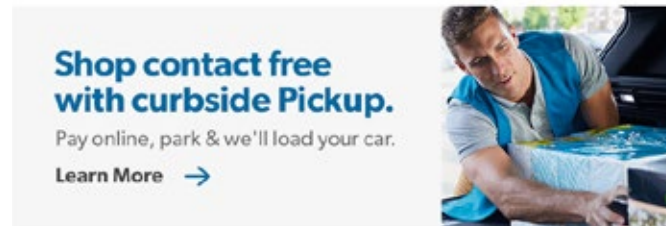
Same guidelines apply as desktop.

LINK TO TEMPLATE LOCATED ON PAGE 28

Always balance out horizontal space between text and image.



## EXAMPLES

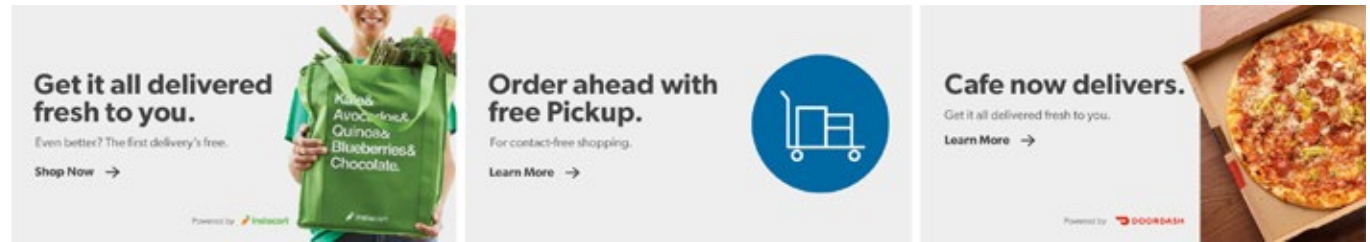


## 3-up - Desktop Product Marketing Modules

The 3-up version of these banners is not currently live but there is a possibility it will be requested in the future.

Maintain same banner height as the 2-up banners, but reduce to 200 px wide for each.

### OPTIONS

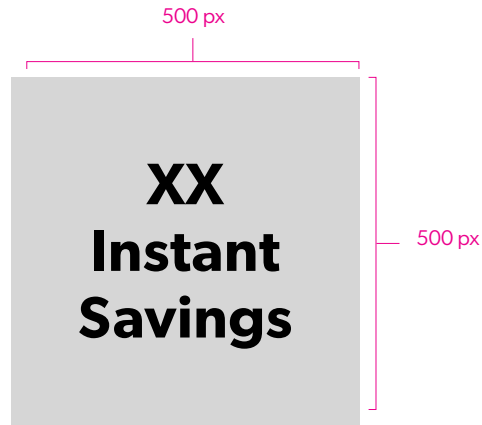


375X200

## Global Nav/N-up

This asset lives on the homepage global nav as well as on event landing pages/cat pages. They are the same dimension regardless of placement.

[LINK TO TEMPLATE LOCATED ON PAGE 28](#)



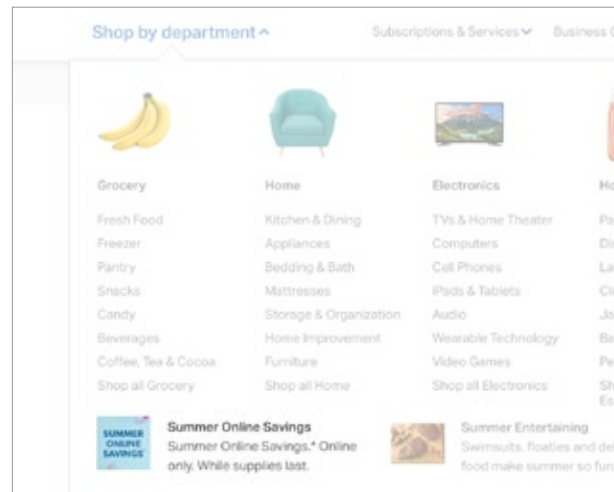
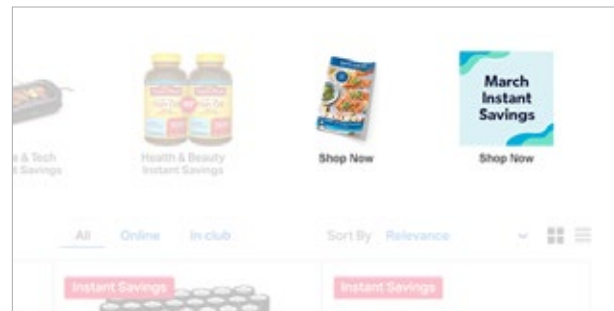
**Summer Online Savings**  
Summer Online Savings.\* Online only. While supplies last.

**COPY - CHARACTER COUNT**

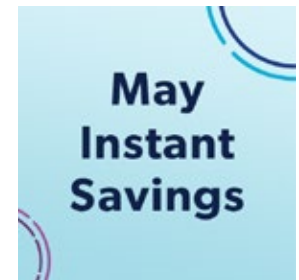
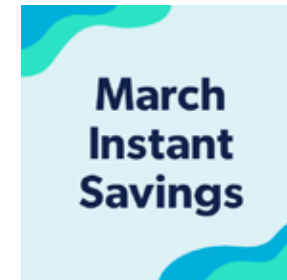
**HEADLINE = MAXIMUM 30**

**SUBHEAD = MAXIMUM 60**

### SITE PLACEMENTS



### EXAMPLES

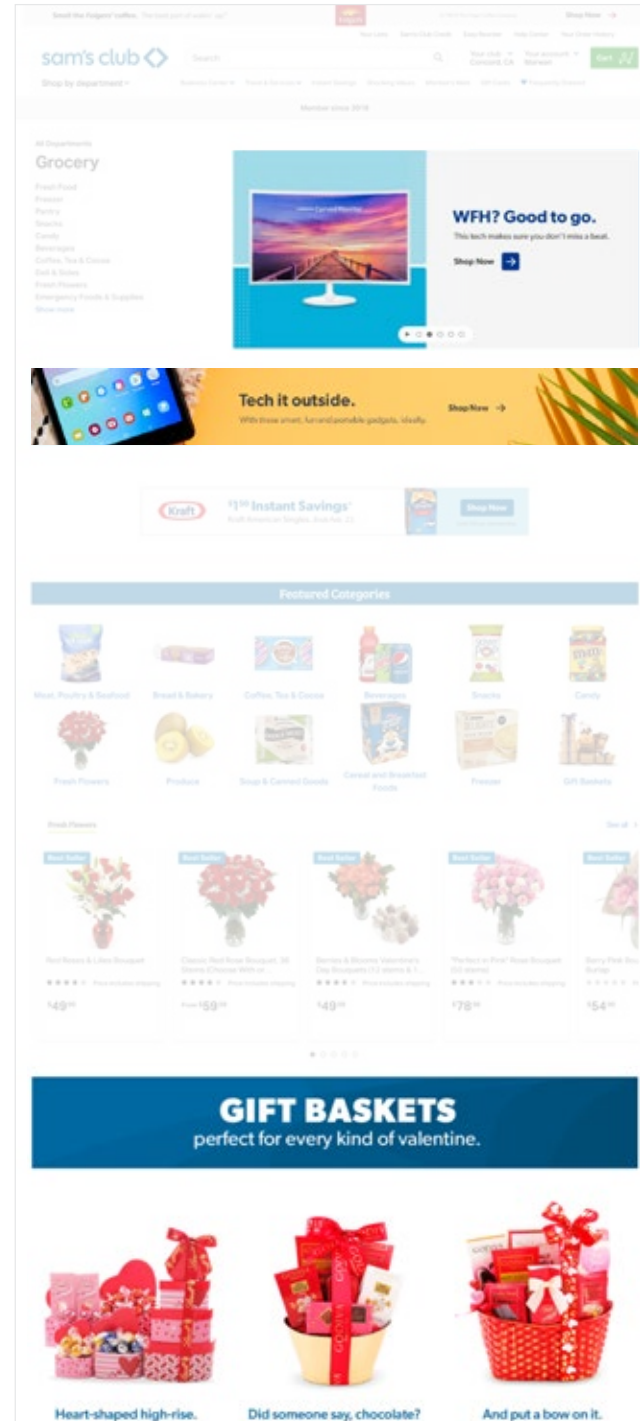


# Category Page



# Category Page Placement Overview

- 1. Category POV
- 2. Category Banner
- 3. Content Mod



1

2

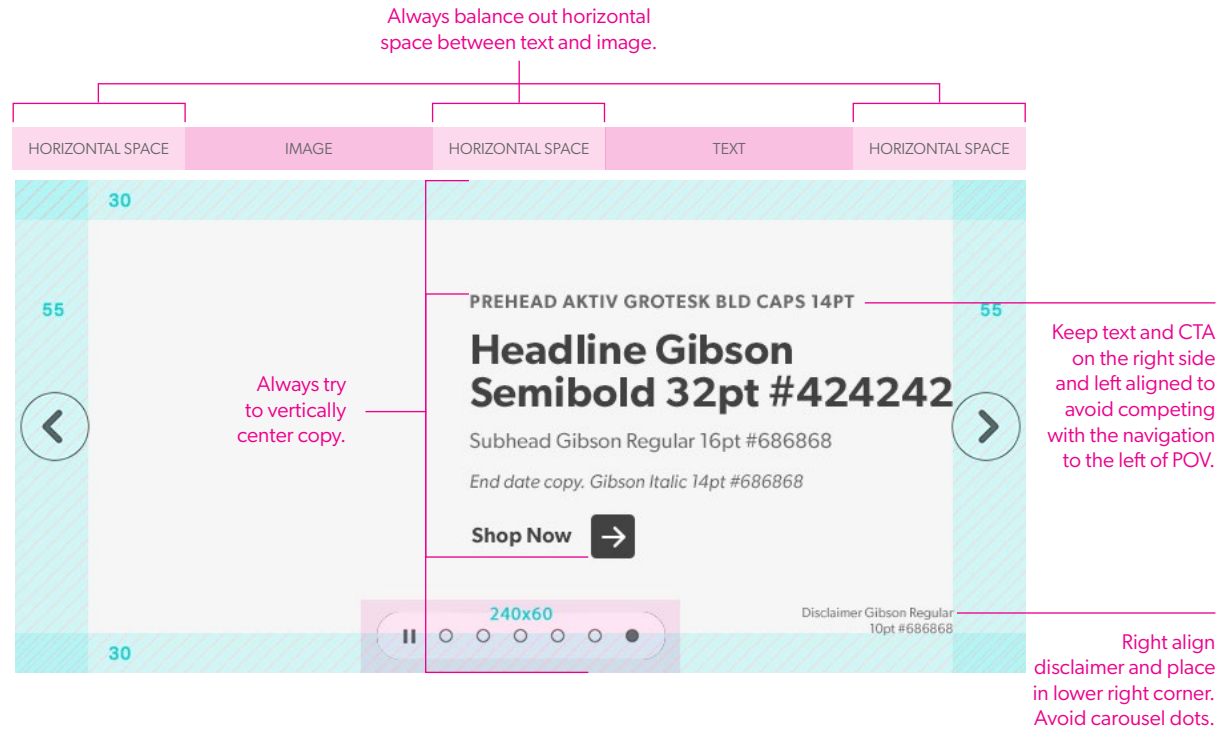
3

## Desktop Category POVs

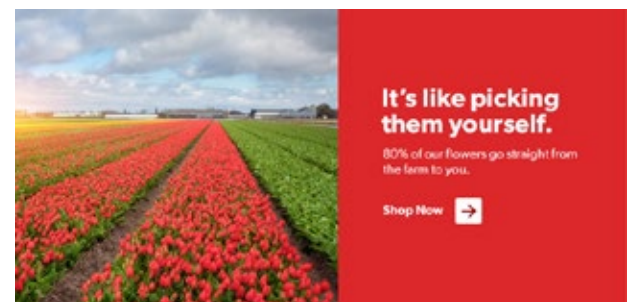
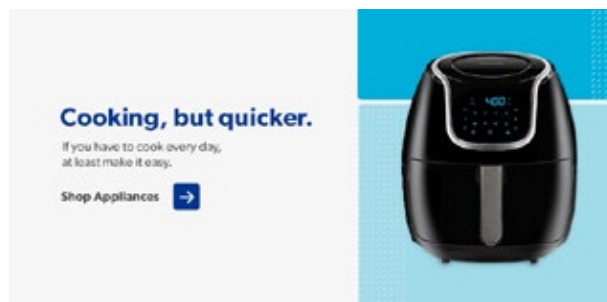
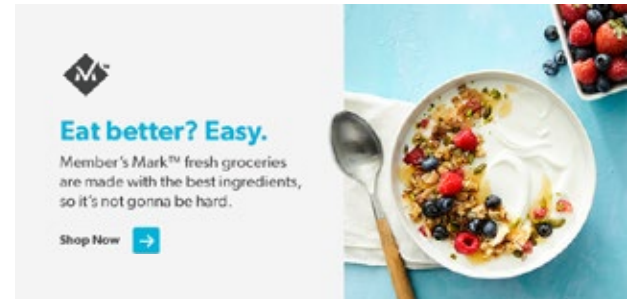
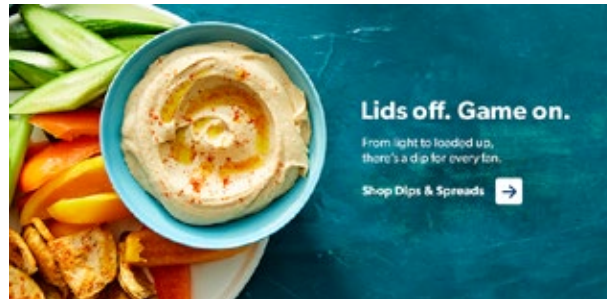
Ideally, if there's a way to leverage a full bleed lifestyle image, that should always be the first option when creating a category POV.

When a full bleed lifestyle is not an option, color blocking can be used to fill space and add color. If there's a lifestyle image available, use that over product silhouettes. Try to stick to vertical or 45-degree angled shapes.

LINK TO TEMPLATES LOCATED ON PAGE 28



### EXAMPLES

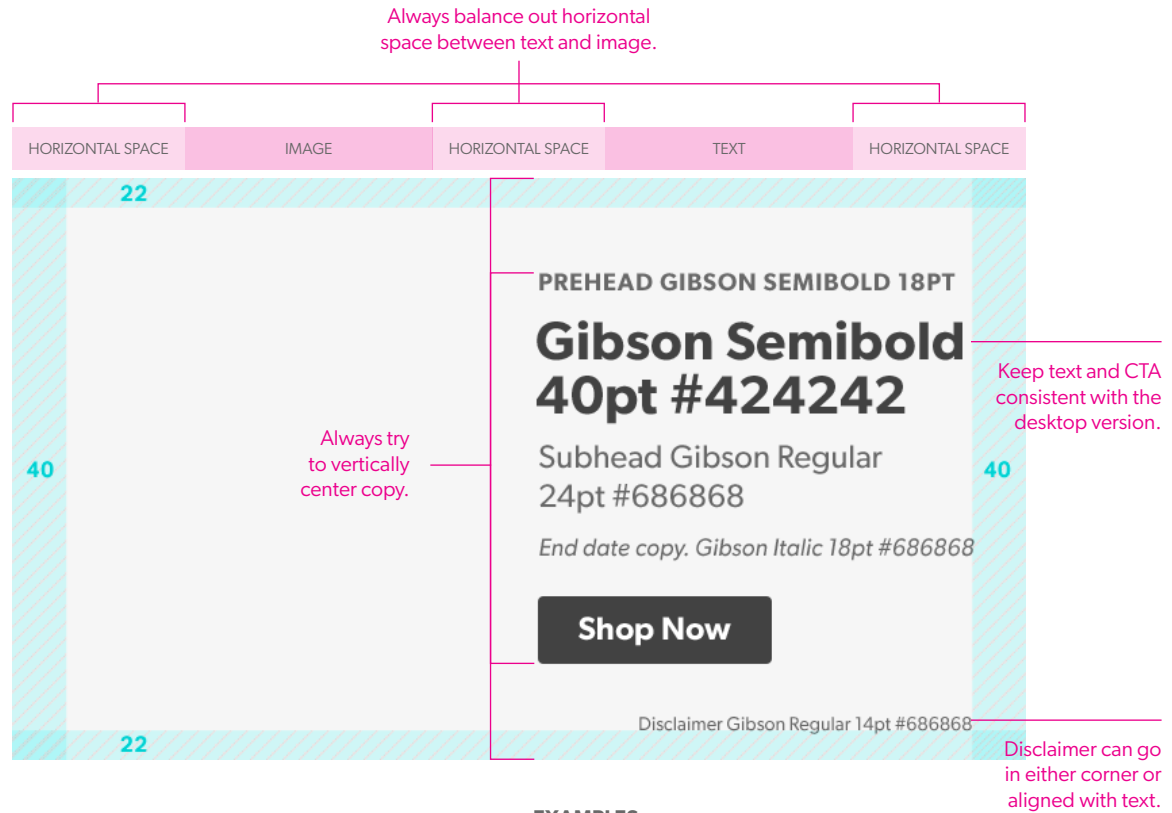


# Mobile Category POVs

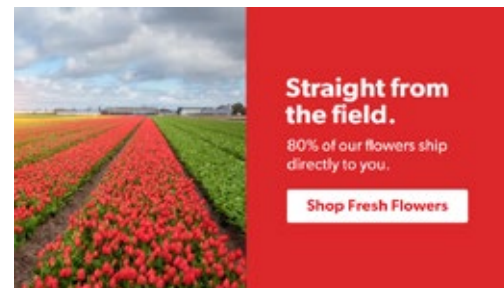
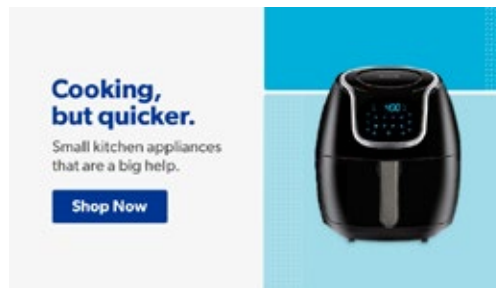
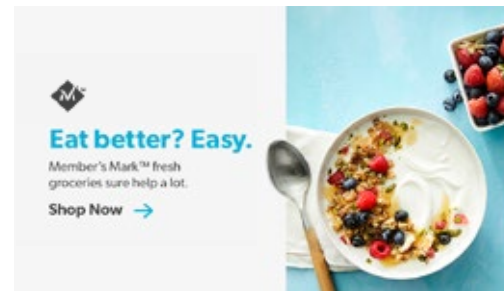
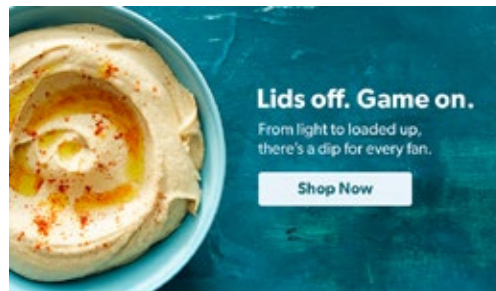
Same guidelines apply as desktop.

CTA button must pass the contrast checker against the background and text must pass against the button color.

LINK TO TEMPLATE LOCATED ON PAGE 28



## EXAMPLES

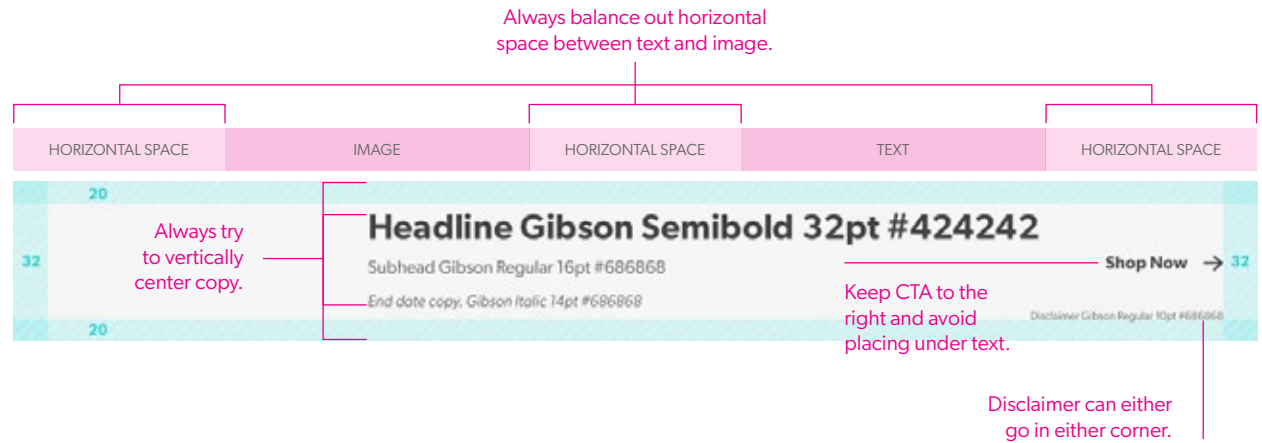


## Desktop Category Banners

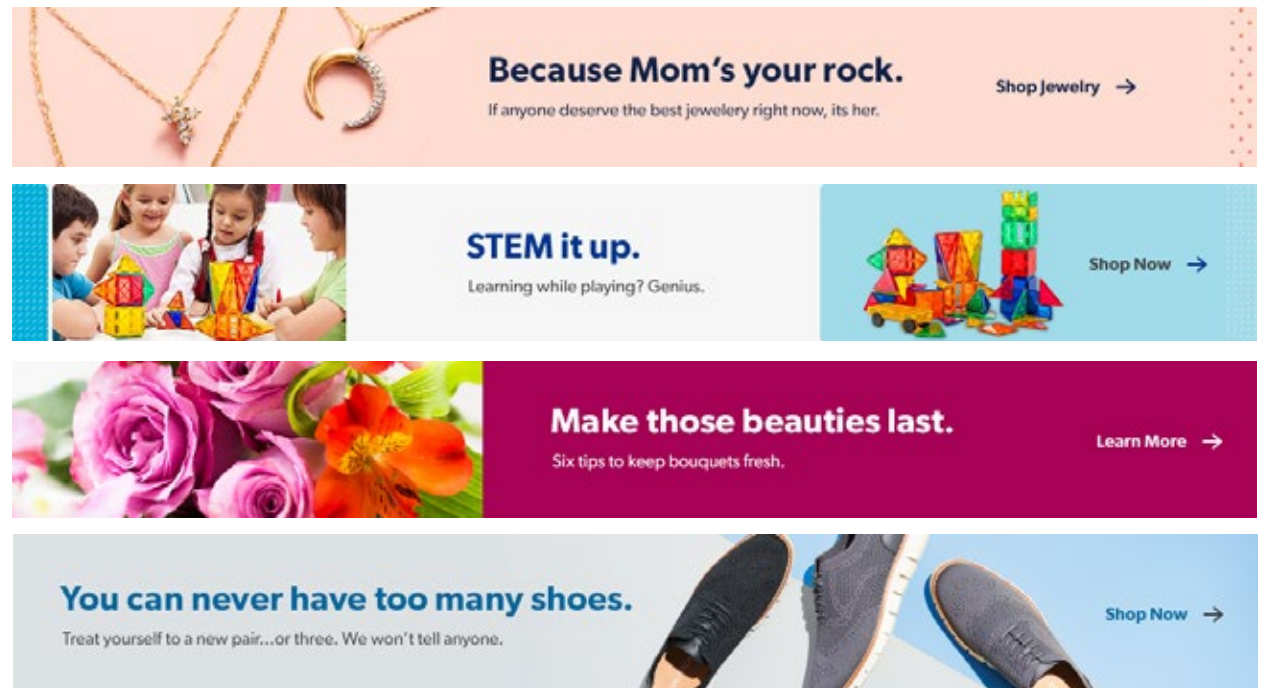
Ideally, if there's a way to leverage a full bleed lifestyle image, that should always be the first option when creating a category banner.

When a full bleed lifestyle is not an option, color blocking can be used to fill space and add color. If there's a lifestyle image available, use that over product silhouettes. Try to stick to vertical or 45 degree angled shapes.

[LINK TO TEMPLATE LOCATED ON PAGE 28](#)



### EXAMPLES



# Mobile Category Banners

Same guidelines apply as desktop.

LINK TO TEMPLATE LOCATED ON PAGE 28

Always balance out horizontal space between text and image.

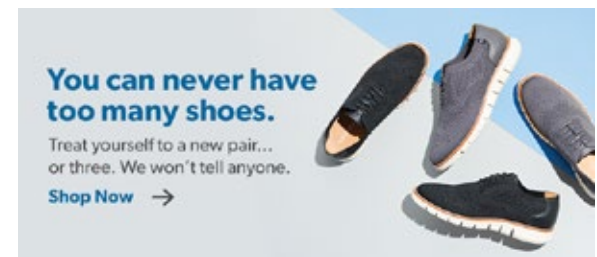
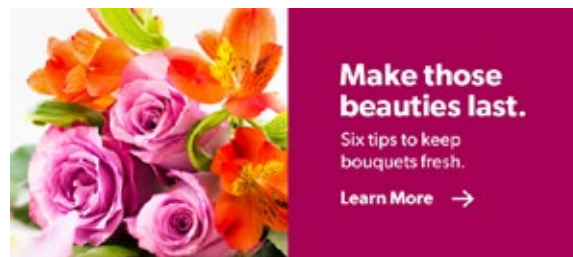
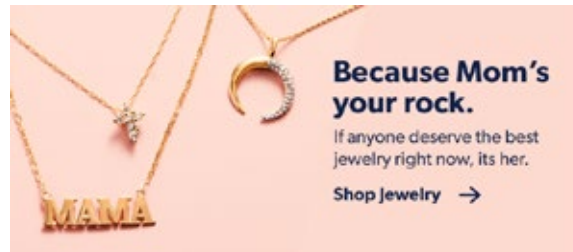


Always try to vertically center copy.

Keep text and CTA consistent with the desktop version.

Disclaimer can go in either corner or aligned with text.

## EXAMPLES



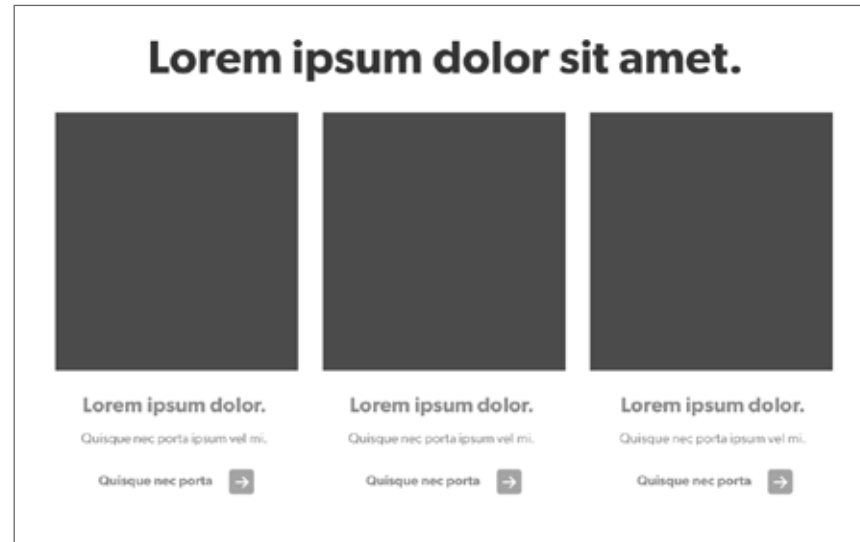
## Content Module

Height of banner/module is flexible.

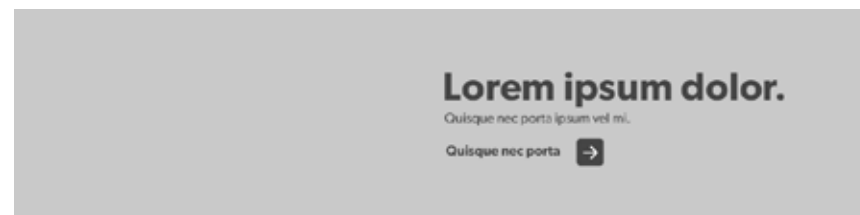
Can also be one long banner or divided up into 2 or 3 sections.

Fully flexible, height, number of stories

### WIREFRAME IDEAS



For each section, the height is variable.  
Number of sections is also variable, based on business owners request.




# Content Module Examples

## EXAMPLES

3-UP

**Crowd-pleasing apps in a snap.**



**Go ahead, eat with your hands.**  
Start with thawed biscuits, top with parmesan and garlic, spoon in your dip of choice and bake until golden brown.


**Team Ranch or Team Blue Cheese?**  
From freezer to oven to bellies in minutes, just heat, toss with hot sauce and serve with your fave dip.

**It's green, so it's healthy, right?**  
Yep! And new Member's Mark™ Guacamole is free of artificial anything. Open a bag of chips for an instant crowd pleaser.

[Shop Now](#)

2-UP

**Your kitchen counters need some love.**



**Cooking, but quicker.**  
Small kitchen appliances that are a big help.  
[Shop Small Appliances](#) →

**Your new best friends.**  
Cookware to turn any meal into a masterpiece.  
[Shop Cookware](#) →

CONTENT BANNER



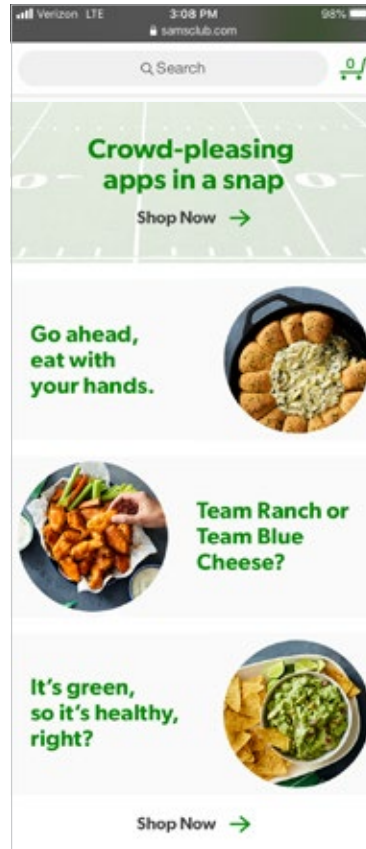
**Crush 2020!**  
New year. Healthier you. World, watch out.  
[Shop Now](#) →

# Content Module - Mobile

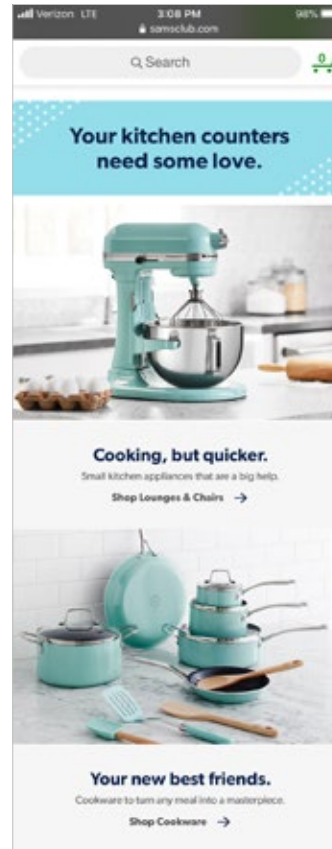
Height of each module is variable based on contents.

Mobile width: 640

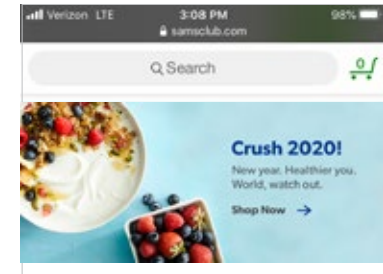
## EXAMPLES



3-UP



2-UP



CONTENT BANNER

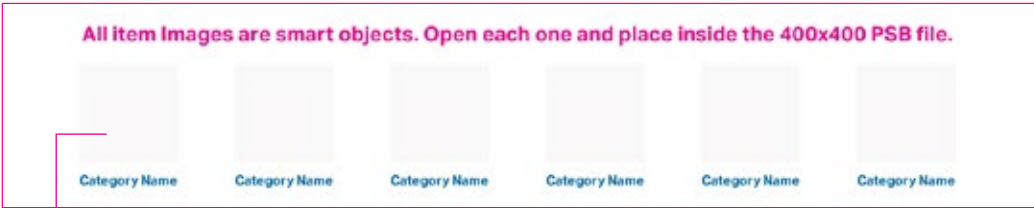


## Visual Nav

These visual navigation sections live on category pages as a way to elevate more specific categories within that division.

[LINK TO TEMPLATE LOCATED ON PAGE 28](#)

### DESKTOP



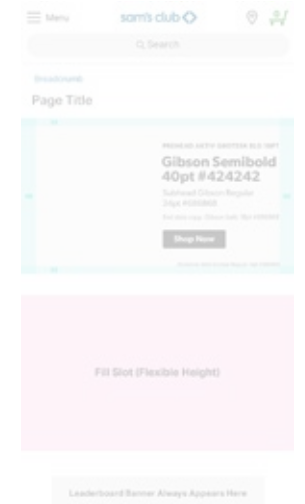
#### IMPORTANT:

The light gray squares shown here are just to show the 400x400 dimension but actual images should be against a white background. See next page for an example.

If using a lifestyle image you can use a 400x400 square OR circle, just make sure everything is consistent.

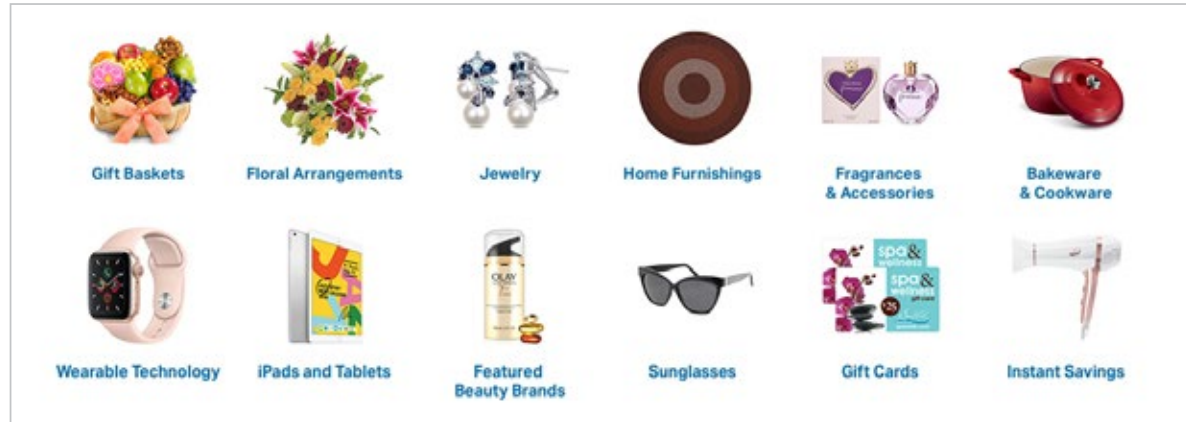
General rule of thumb, if it goes to two rows, circle crops tend to look better en masse than rows of square image crops.

### MOBILE

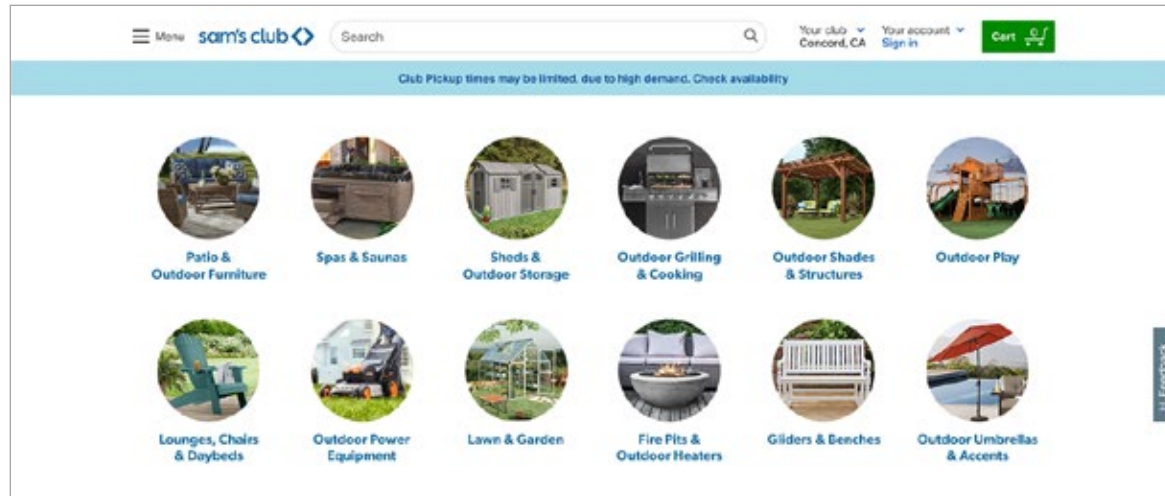


# Visual Nav

## EXAMPLES



6-UP - SILO



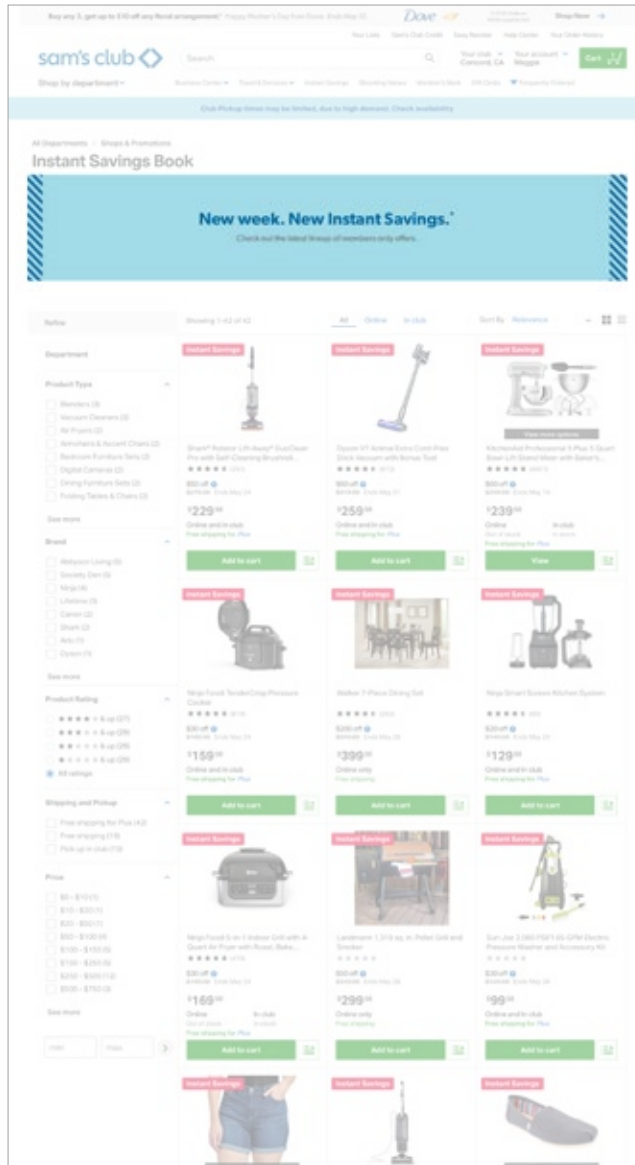
6-UP - LIFESTYLE

**Shelf Page**

# Shelf Page Placement Overview

## 1. Shelf Header/Banner

1



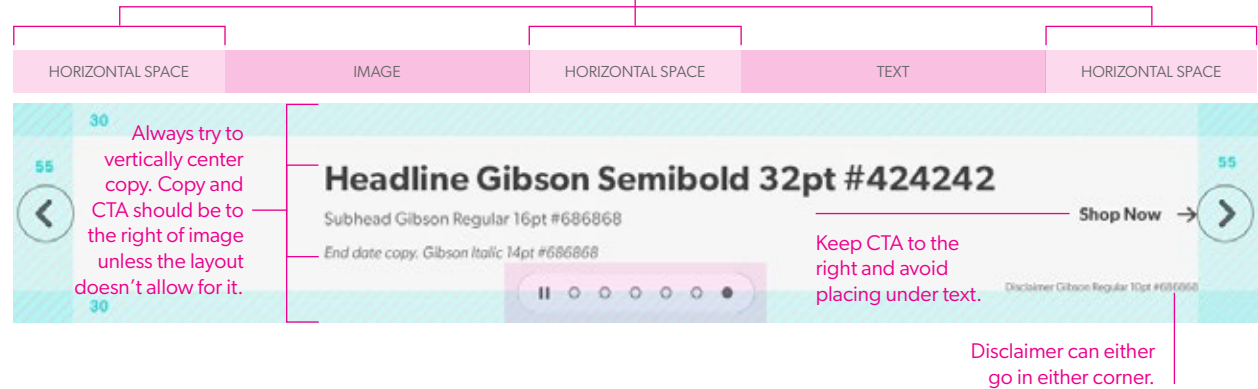
## Desktop Shelf Banners

Ideally, if there's a way to leverage a full bleed lifestyle image, that should always be the first option when creating a shelf banner.

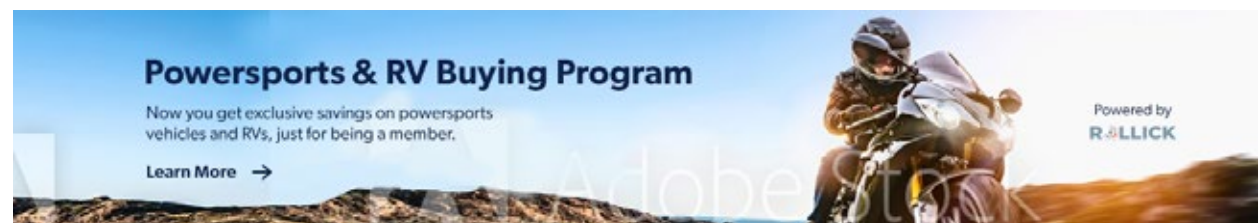
When a full bleed lifestyle is not an option, color blocking can be used to fill space and add color. If there's a lifestyle image available, use that over product silhouettes. Try to stick to vertical or 45-degree angled shapes.

**LINK TO TEMPLATE LOCATED ON PAGE 28**

Always balance out horizontal space between text and image.



### EXAMPLES



# Mobile Shelf Banners

Same guidelines apply as desktop.

LINK TO TEMPLATE LOCATED ON PAGE 28

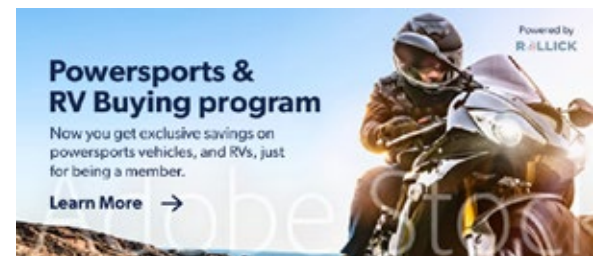
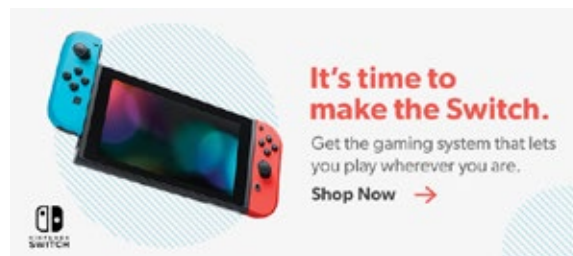
Always balance out horizontal space between text and image.



Keep text and CTA consistent with the desktop version.

Disclaimer can go in either corner or aligned with text.

## EXAMPLES



## Desktop Shelf Headers

A shelf header is identical to a shelf banners except that it is static and has no CTA.

Ideally, if there's a way to leverage a full bleed lifestyle image, that should always be the first option when creating a shelf banner.

When full bleed lifestyle is not an option, color blocking can be used to fill space and add color. If there's a lifestyle image available, use that over product silhouettes. Try to stick to vertical or 45-degree angled shapes.

[LINK TO TEMPLATE LOCATED ON PAGE 28](#)

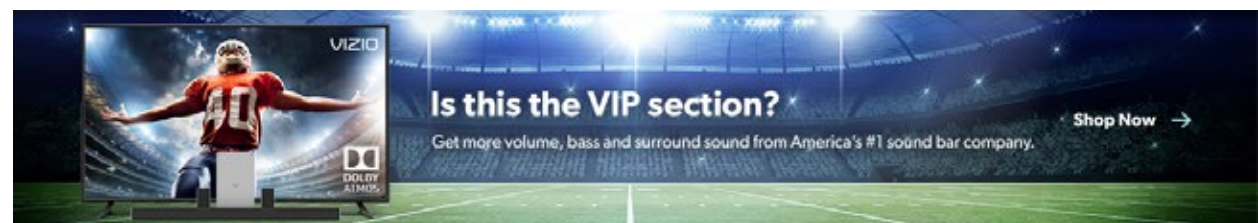
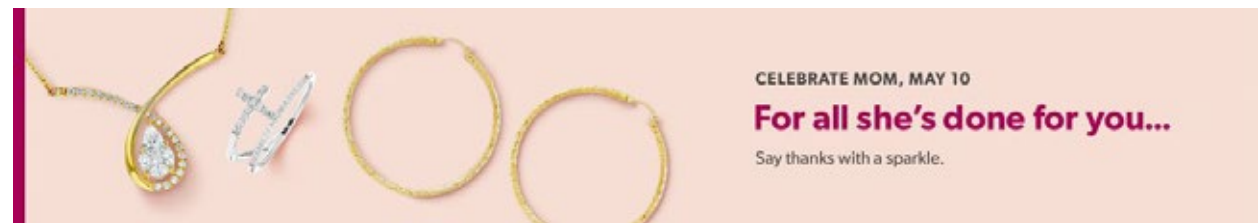
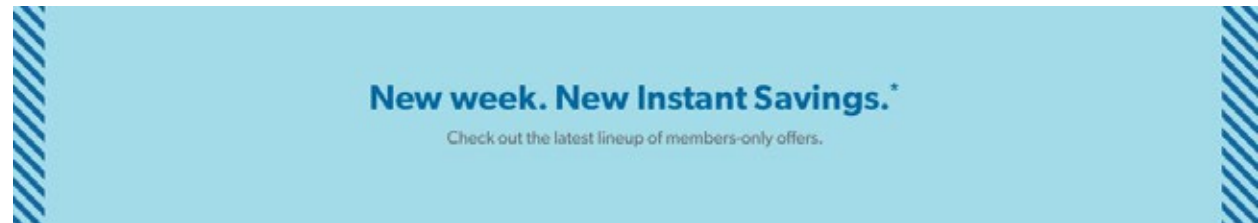
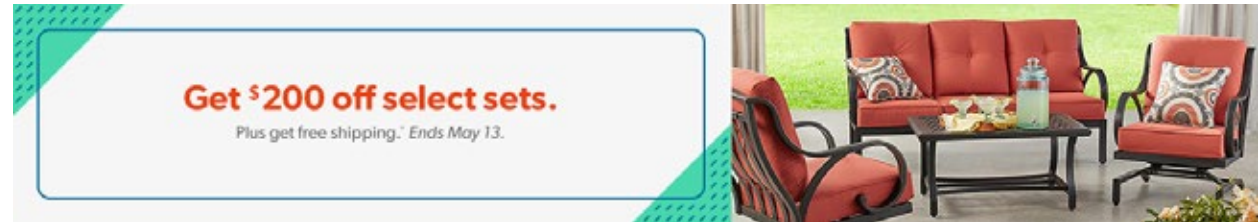
Always balance out horizontal space between text and image.



Always try to vertically center copy. Copy can go to the right or left of the image. Can be left aligned or centered.

Disclaimer can either go in either corner.

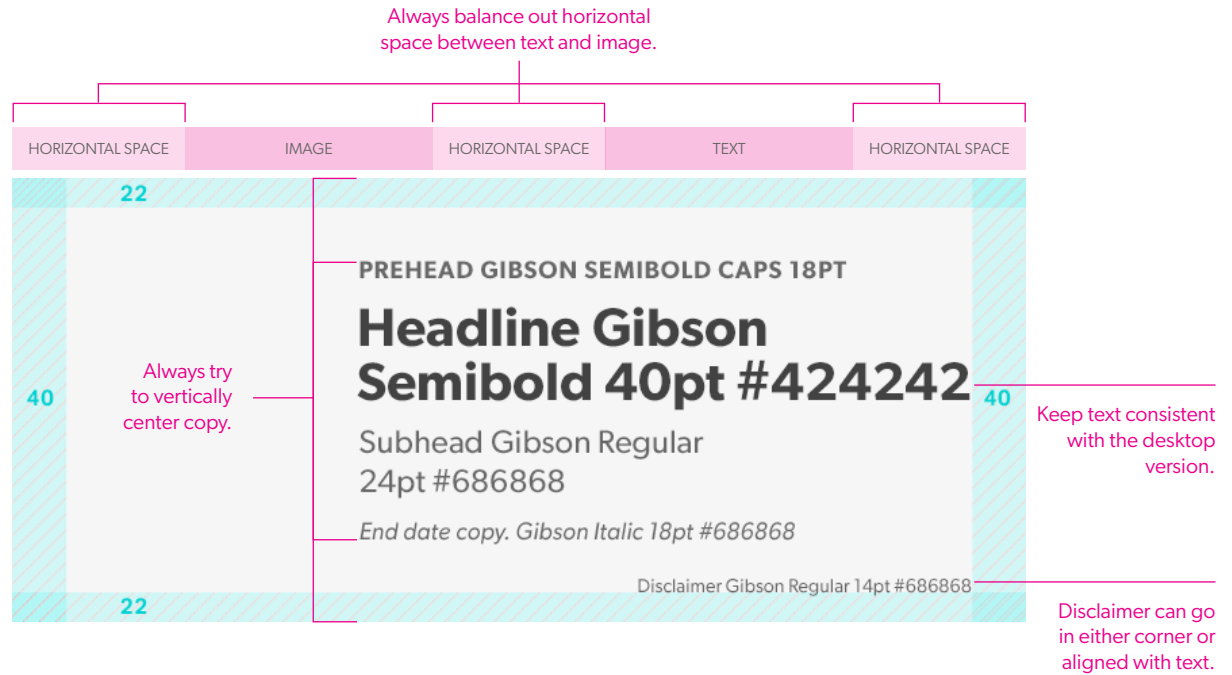
### EXAMPLES



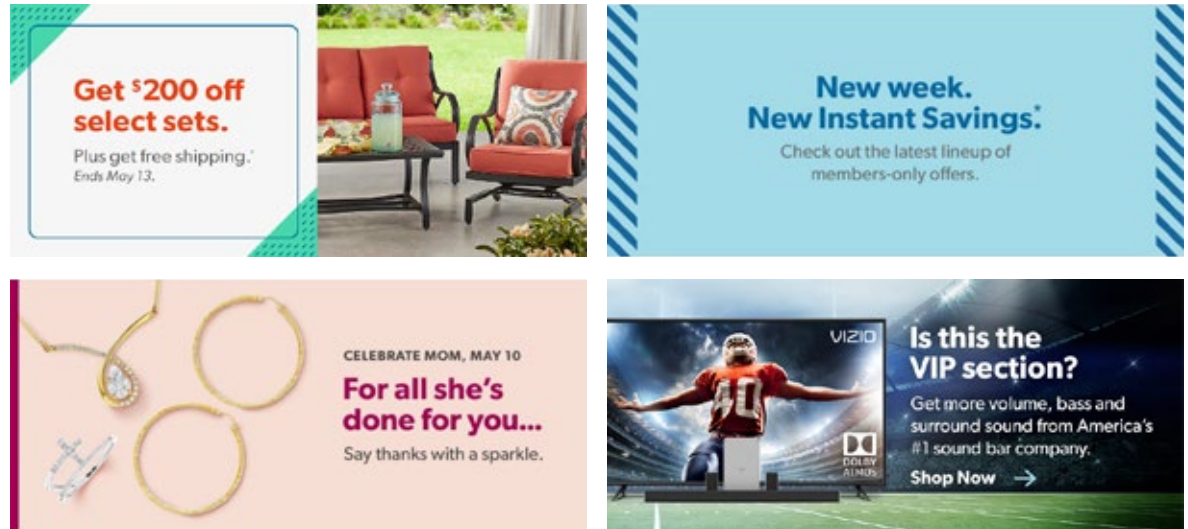
# Mobile Shelf Headers

Same guidelines apply as desktop.

LINK TO TEMPLATE LOCATED ON PAGE 28



## EXAMPLES





**SPA Page**

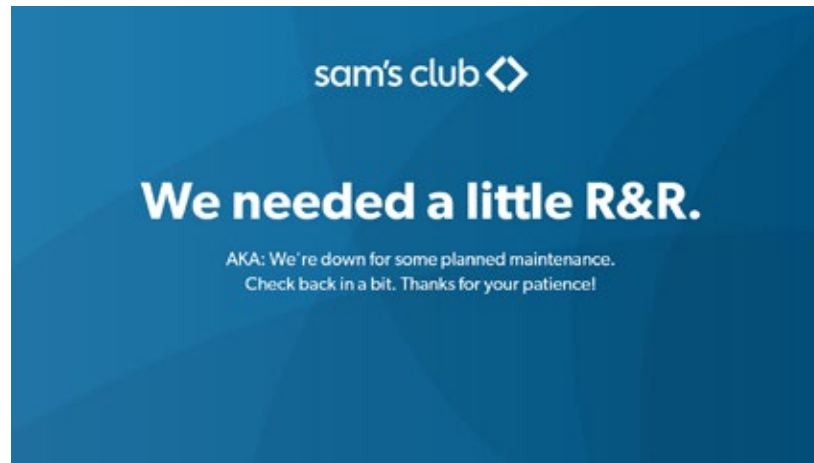
## SPA page

Height is variable for both desktop and mobile.

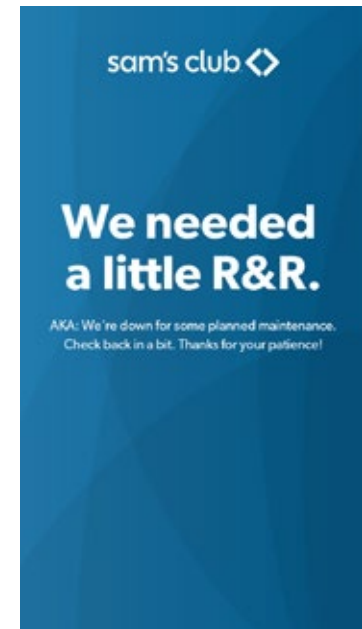
Always include Sam's Club logo.

Note: These banners live on a white page so be mindful of the background color of these banners.

1250X VARIABLE  
DESKTOP



640 X VARIABLE  
MOBILE



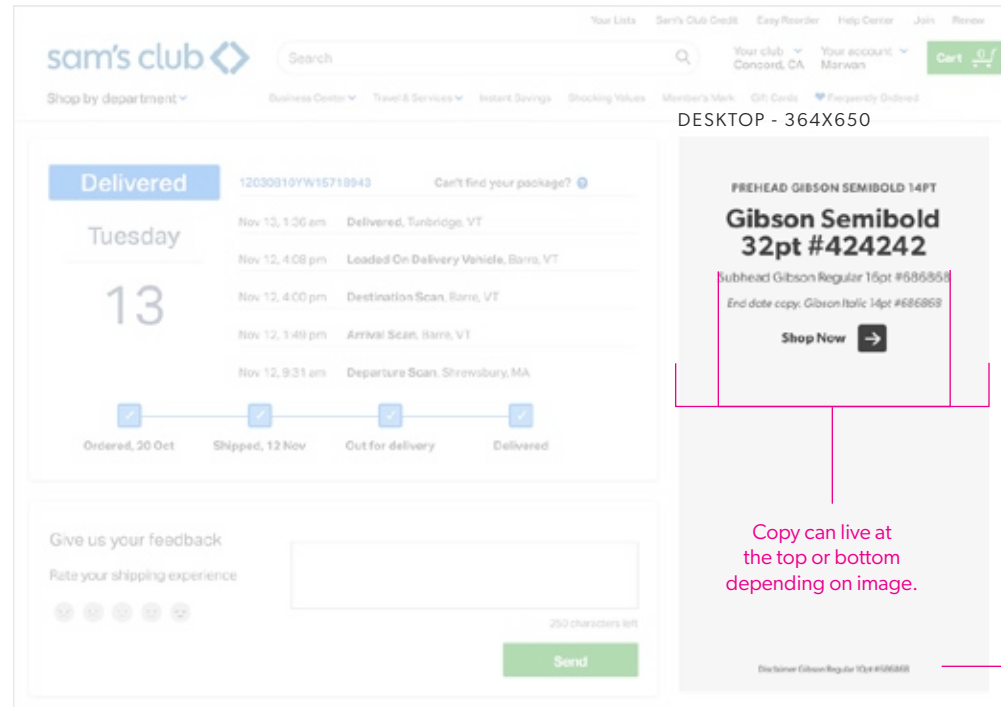
# Carrier Connect

## Carrier Connect

Ideally, if there's a way to leverage a full bleed lifestyle image, that should always be the first option when creating a category POV.

When a full bleed lifestyle is not an option, color blocking can be used to fill space and add color. If there's a lifestyle image available, use that over product silhouettes. Try to stick to vertical or 45-degree angled shapes.

**LINK TO TEMPLATE LOCATED ON PAGE 28**



MOBILE - 720X400



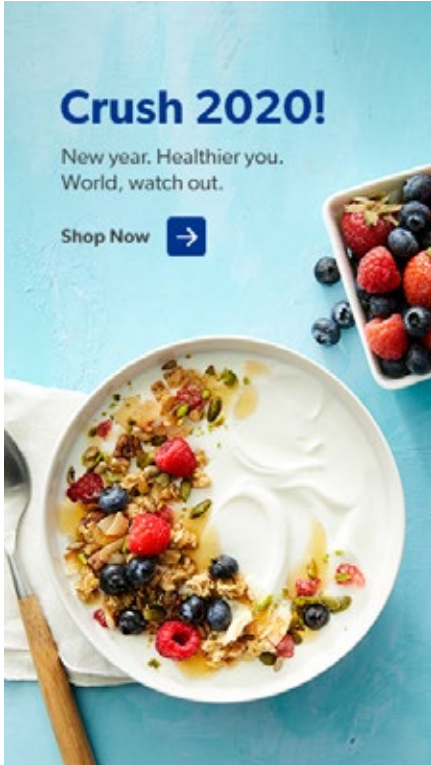
## Carrier Connect

Ideally, if there's a way to leverage a full bleed lifestyle image, that should always be the first option when creating a category POV.

When a full bleed lifestyle is not an option, color blocking can be used to fill space and add color. If there's a lifestyle image available, use that over product silhouettes. Try to stick to vertical or 45-degree angled shapes.

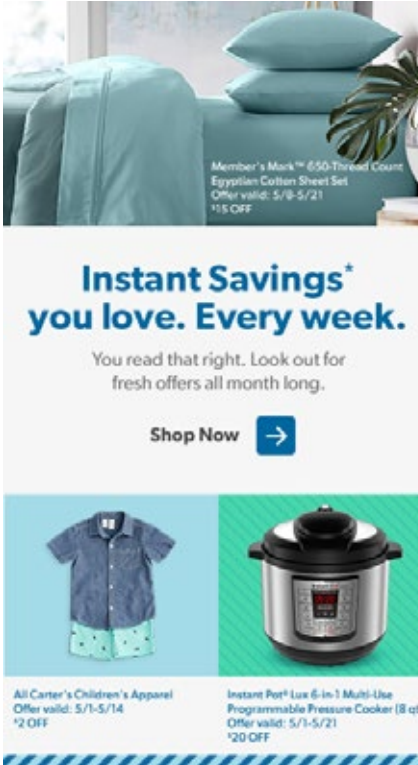
## EXAMPLES

### DESKTOP



**Crush 2020!**  
New year. Healthier you.  
World, watch out.

Shop Now →



**Instant Savings<sup>+</sup>**  
you love. Every week.


You read that right. Look out for fresh offers all month long.

Shop Now →

All Carter's Children's Apparel  
Offer valid: 5/1-5/14  
\*2 OFF

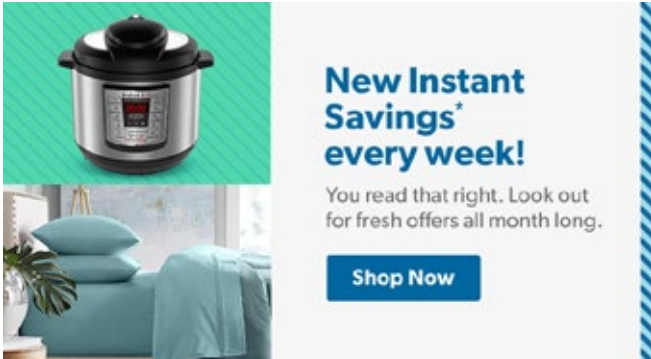
Instant Pot® Lux 6-in-1 Multi-Use Programmable Pressure Cooker (8 qt.)  
Offer valid: 5/1-5/21  
\*20 OFF

### MOBILE



**Crush 2020!**  
New year. Healthier you.  
World, watch out.

Shop Now



**New Instant Savings<sup>+</sup>**  
every week!

You read that right. Look out for fresh offers all month long.

Shop Now

# Affiliate Banners

## Affiliate Banners

We are responsible for these 3 banners sizes.

The remaining banners are built by an external agency.

**LINK TO TEMPLATE LOCATED ON PAGE 28**

SKYSCRAPER (SKY)  
160X600PX : IAB



The SkyScraper banner template features the Sam's Club logo at the top. Below it is a preheader section containing the headline "Headline Gibson Semibold" in a large, bold font. Underneath the headline is the subhead "Subhead Gibson Regular 16pt #686868" and the text "End date 14pt." A blue "Shop Now" button is positioned below the subhead, and a small disclaimer "Disclaimer Gibson Reg" is located at the bottom of the banner.

LEADERBOARD (LDR)  
728X90PX : IAB



The Leaderboard banner template displays the Sam's Club logo on the left. To the right of the logo is a preheader section with the headline "Headline Gibson Semibold" and the subhead "Subhead Gibson Regular 16pt #686868. End date 14pt." A blue "Shop Now" button is located on the far right, and a small disclaimer "Disclaimer Gibson Reg" is placed below it.

MEDIUM RECTANGLE (MRP)  
300X250PX : IAB

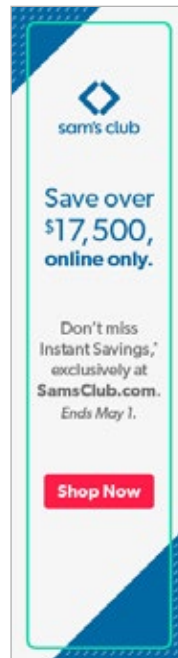
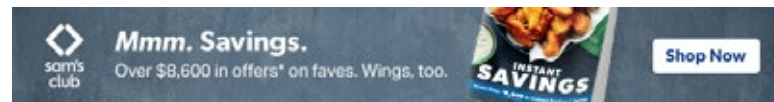


The Medium Rectangle banner template shows the Sam's Club logo at the top left. Below the logo is a preheader section with the headline "Headline Gibson Semibold" and the subhead "Subhead Gibson Regular 14pt #686868. End date 12pt." A blue "Shop Now" button is centered below the subhead, and a small disclaimer "Disclaimer Gibson Reg" is at the bottom.

## Affiliate Banners

Ideally, if there's a way to leverage a full bleed lifestyle image, that should always be the first option when creating a shelf banner.

When a full bleed lifestyle is not an option, color blocking can be used to fill space and add color. If there's a lifestyle image available, use that over product silhouettes. Try to stick to vertical or 45 degree angled shapes.

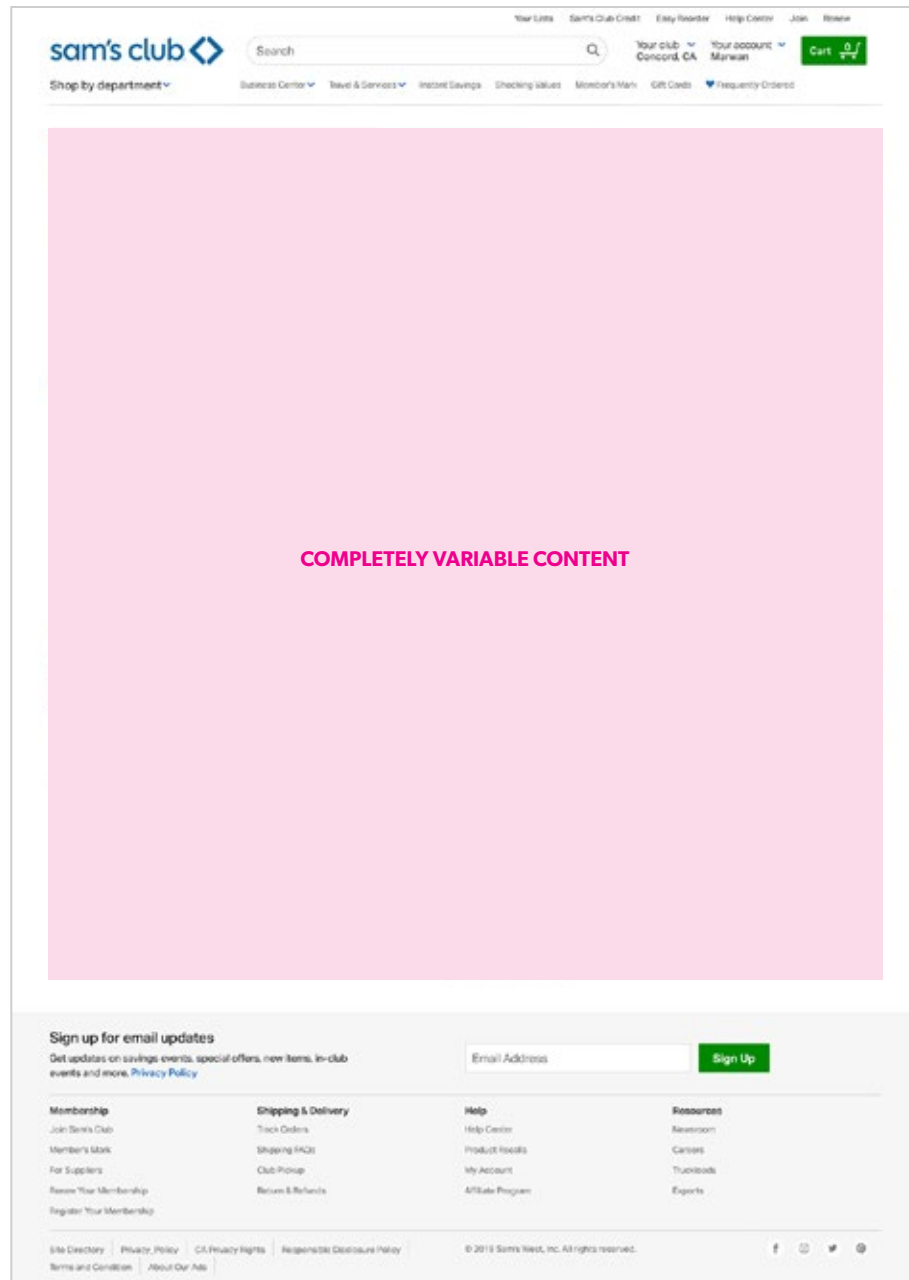




# Custom Landing Pages

# Custom Landing Page

Modular Category landing page



# Custom Landing Page

These pages can be designed however best fits the story you need to tell. Some may have vendor supplied images and specific product silos to use.

Some may be a more general story where stock photography and product images are all you have to utilize.

Work with your copywriter (and your AD if needed) to come up with a creative solve and determine how best to break up the information and tell the story.

In MOST cases, you will need to design a mobile version as well. Keep that in mind as you design the desktop version and work through how the design will need to adapt.

## DESKTOP

**Member's Mark.**  
Only the best for your bundle of joy.

**Formulas for success**  
Now, closer to breast milk! Trust Member's Mark™ baby formulas to provide complete nutrition and save \$500\*\* vs. leading national brands.

**Rock, Play, Giggle, Repeat.**  
With up to 12 hours of leak protection, Member's Mark™ Comfort Care Diapers have your baby's tummy covered.

**Designed with babies in mind.**  
With over 3,700 in savings compared to leading national brands, we've got your wallet covered too!

**Ultra-Soft™ Max liner** helps keep skin dry.  
**Fitgrip™ tabs** helps prevent slipping.  
**Wetness Indicator** turns blue when wet.

**100% safe and worry free.**  
Mess is no match for Member's Mark™ wipes. Durable for even the toughest jobs. Gentle on the most delicate skins.

Premium Diapers	Newborn	1 mo.	2 mo.	3 mo.	4 mo.	5 mo.	6 mo.
Diapers Per Day	8	7	6	6	5	4	4
Diapers in Size	23	53	83	100	276	195	116
Member's Mark™ Club Packs Needed	2	3	3	3	7	5	4
Savings Per Size	\$29	\$46	\$47	\$47	\$235	\$131	\$110

**Total Member's Mark™ Savings \$755**

## EXAMPLES

### MOBILE

**Member's Mark.**  
Only the best for your bundle of joy.

**Formulas for success**  
Now, closer to breast milk! Trust Member's Mark™ baby formulas to provide complete nutrition and save \$500\*\* vs. leading national brands.

**Rock, Play, Giggle, Repeat.**  
With up to 12 hours of leak protection, Member's Mark™ Comfort Care Diapers have your baby's tummy covered.

**Designed with babies in mind.**  
With over 3,700 in savings compared to leading national brands, we've got your wallet covered too!

**Ultra-Soft™ Max liner** helps keep skin dry.  
**Fitgrip™ tabs** helps prevent slipping.  
**Wetness Indicator** turns blue when wet.

**100% safe and worry free.**  
Mess is no match for Member's Mark™ wipes. Durable for even the toughest jobs. Gentle on the most delicate skins.

Premium Diapers	Newborn	1 mo.	2 mo.	3 mo.	4 mo.	5 mo.	6 mo.
Diapers Per Day	8	7	6	6	5	4	4
Diapers in Size	23	53	83	100	276	195	116
Member's Mark™ Club Packs Needed	2	3	3	3	7	5	4
Savings Per Size	\$29	\$46	\$47	\$47	\$235	\$131	\$110

**Total Member's Mark™ Savings \$755**

**Designed with babies in mind.**  
With over 3,700 in savings compared to leading national brands, we've got your wallet covered too!

**Ultra-Soft™ Max liner** helps keep skin dry.  
**Fitgrip™ tabs** helps prevent slipping.  
**Wetness Indicator** turns blue when wet.

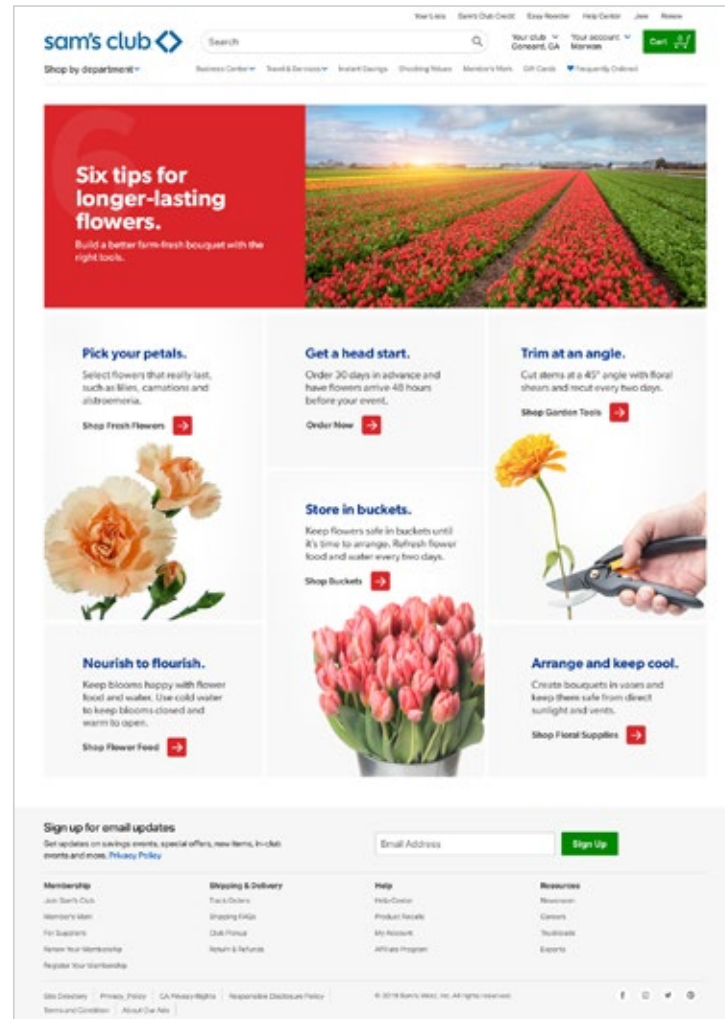
**100% safe and worry free.**  
Mess is no match for Member's Mark™ wipes. Durable for even the toughest jobs. Gentle on the most delicate skins.

Premium Diapers	Newborn	1 mo.	2 mo.	3 mo.	4 mo.	5 mo.	6 mo.
Diapers Per Day	8	7	6	6	5	4	4
Diapers in Size	23	53	83	100	276	195	116
Member's Mark™ Club Packs Needed	2	3	3	3	7	5	4
Savings Per Size	\$29	\$46	\$47	\$47	\$235	\$131	\$110

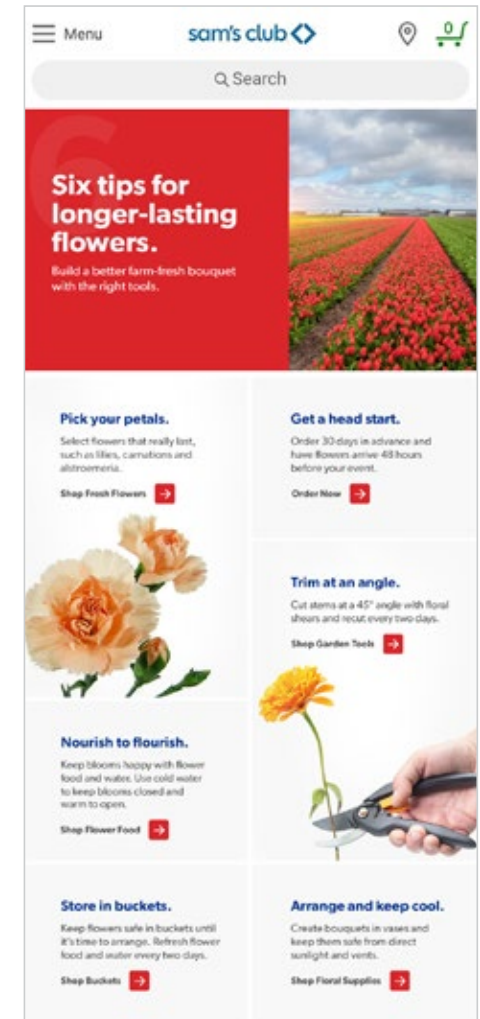
**Total Member's Mark™ Savings \$755**

# Custom Landing Page

DESKTOP



MOBILE



# Custom Landing Page

(This page did not require a mobile version.)

## EXAMPLES



# Push Notifications

## Push Notifications

**Android - Landscape:** 1039 x 519

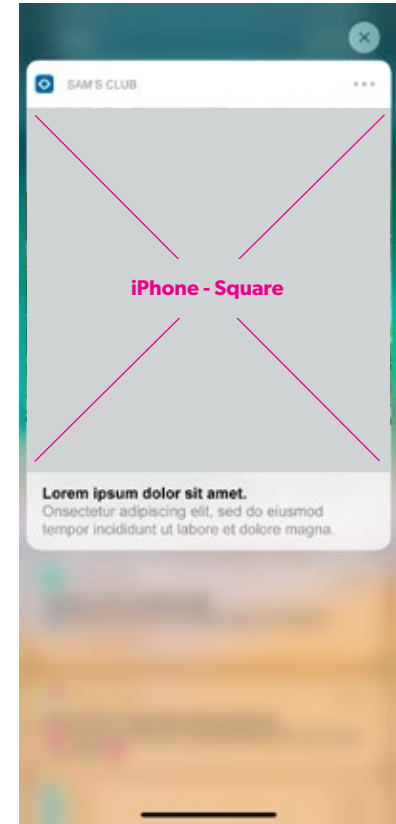
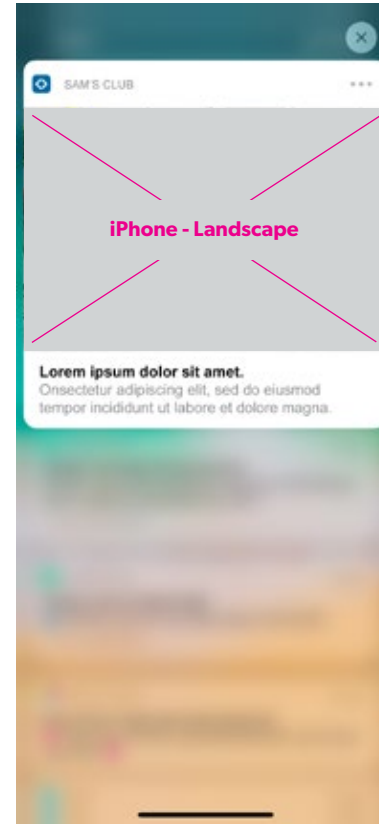
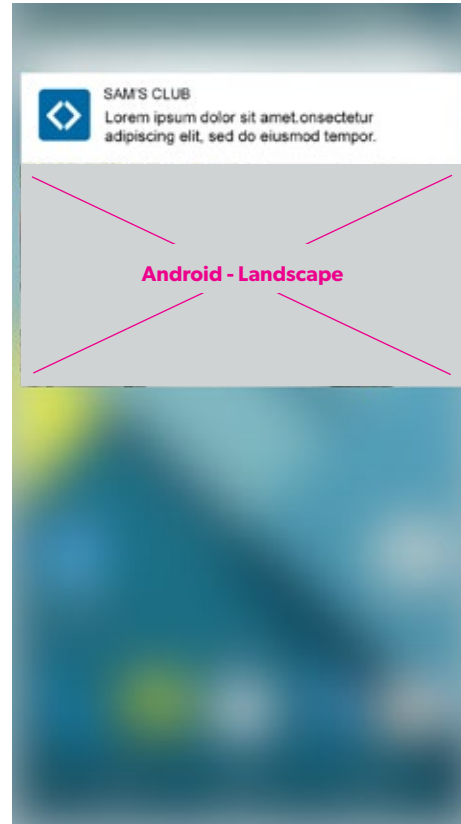
**iPhone - Landscape:** 1039 x 694

**iPhone - Square:** 1039 x 1039

These can be image only or image and text.

Text should be minimal, bearing in mind how small the notification is on the phone screen.

Ideally, the image and copy should be developed together to ensure they complement each other, especially for Android when only the title shows up with the image (no subhead/description).



# Push Notifications

These can be image only or image and text.

## EXAMPLES

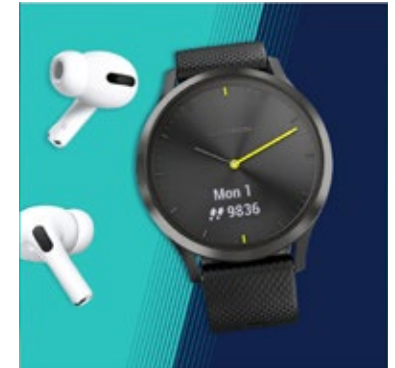
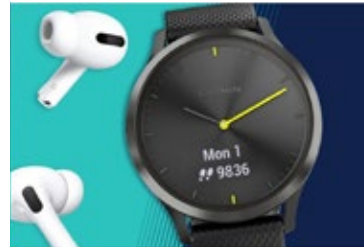
ANDROID -  
LANDSCAPE



IPHONE - LANDSCAPE



IPHONE - SQUARE





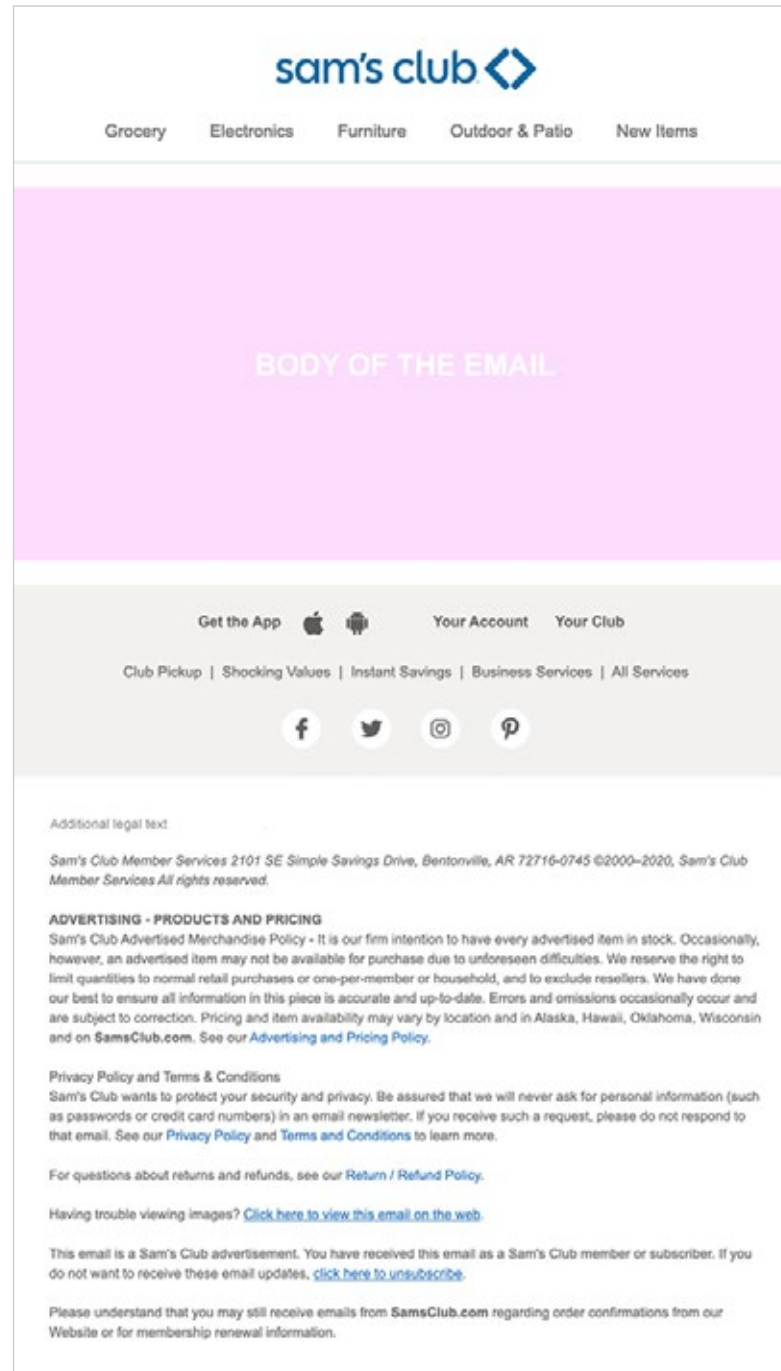
**Emails**

## Fully Customizable Emails

Body of email fully variable.

Be sure to include applicable legal disclaimers at the bottom.

Ensure you're using the most up-to-date headers and footers.



# Fully Customizable Emails

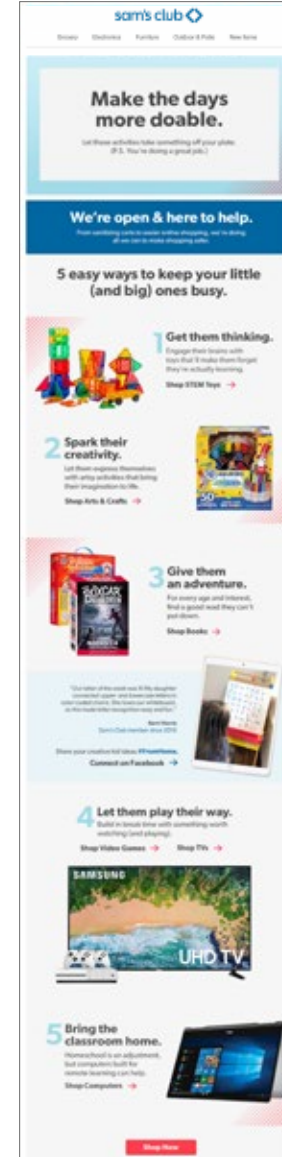
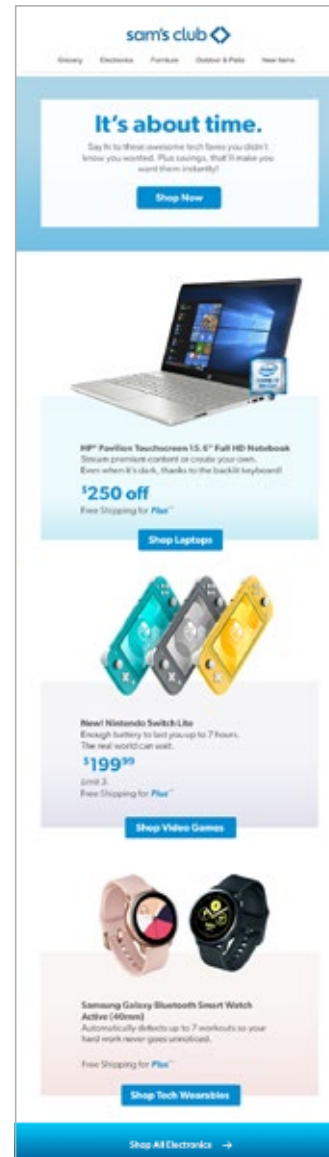
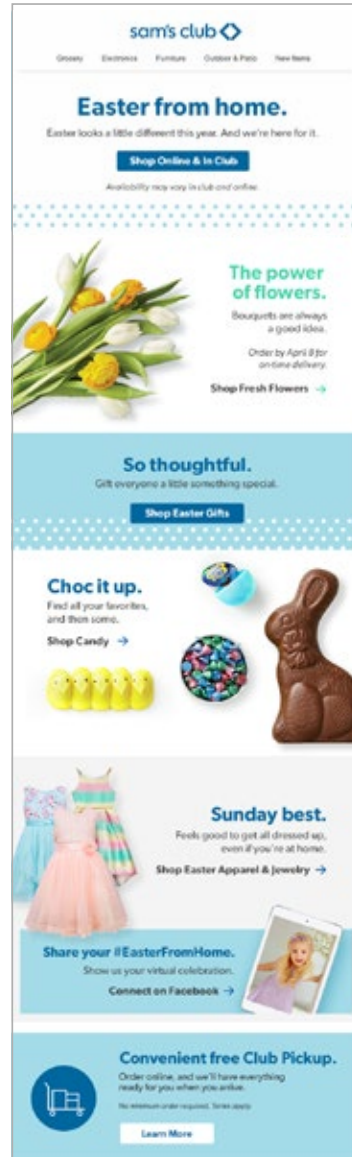
Break up the layout by playing with scale and finding a balance between silo and lifestyle product images.

Products can be stacked or in a back-and-forth "river" layout. But get creative.

Incorporate generic stock images for POVs or certain food items if needed.

REFER TO STOCK IMAGE GUIDANCE SECTION ON PAGE 19

## EXAMPLES



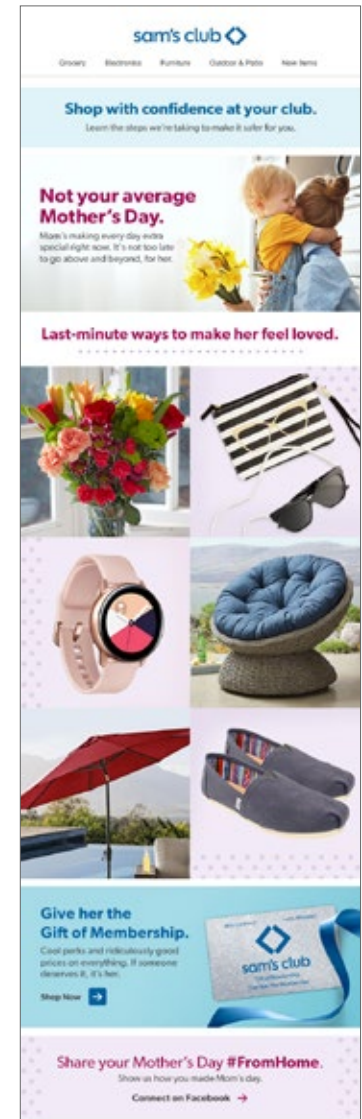
# Fully Customizable Emails

Break up the layout by playing with scale and finding a balance between silo and lifestyle product images.

Products can be stacked or in a back-and-forth "river" layout. But get creative.

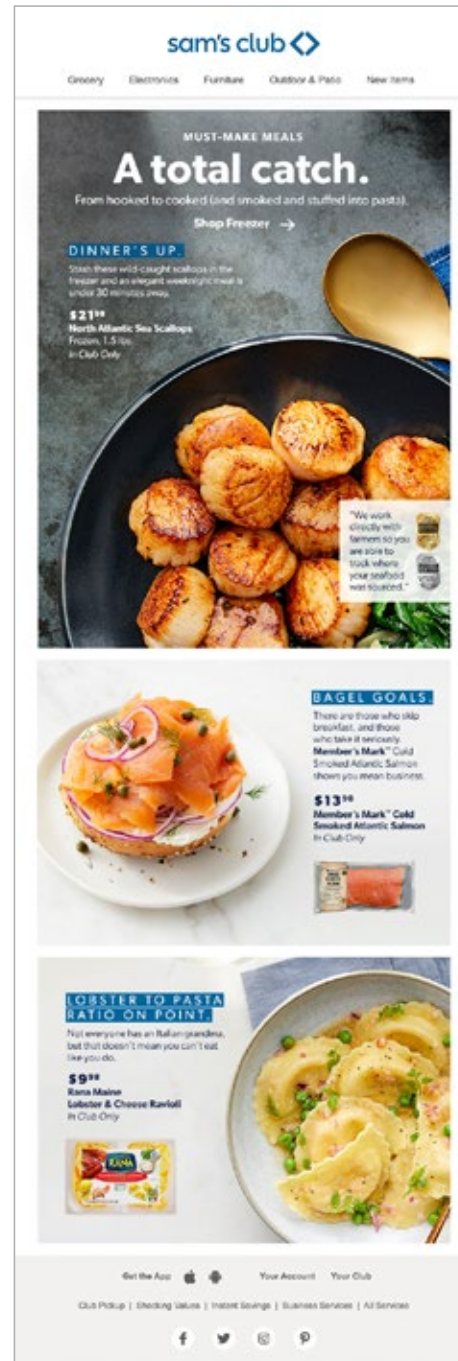
Incorporate generic stock images for POVs or certain food items if needed.

## EXAMPLES



# Fully Customizable Emails

ISB Spreads as emails with ISB type styling.



# EXAMPLES

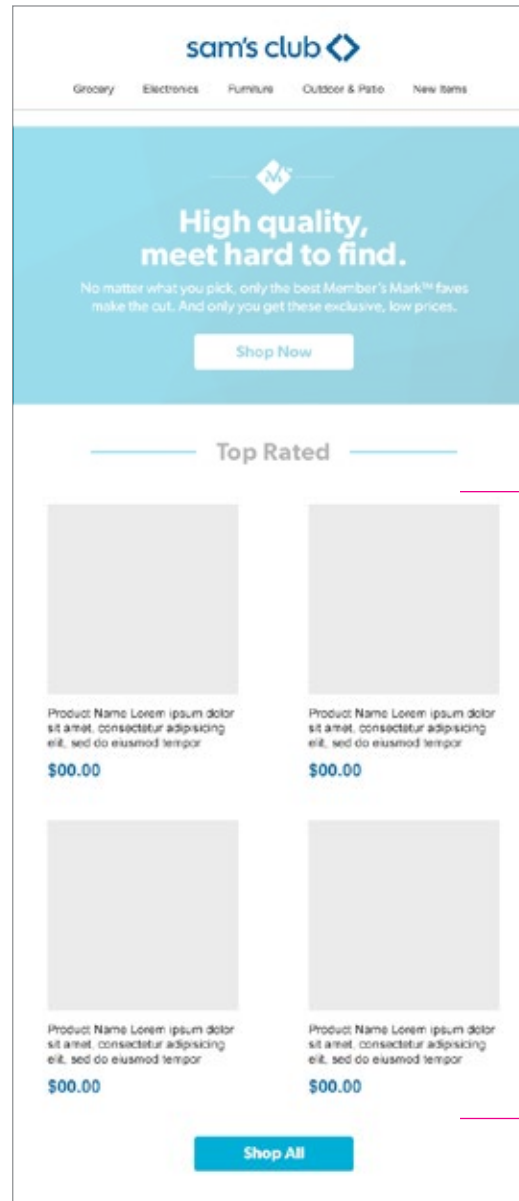


# Templatized/ dynamic emails

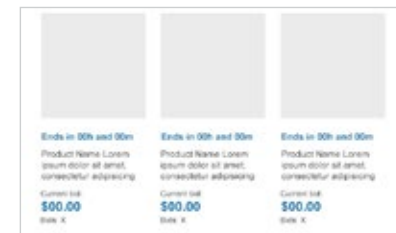
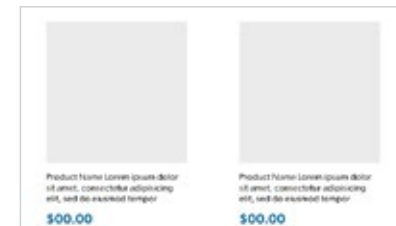
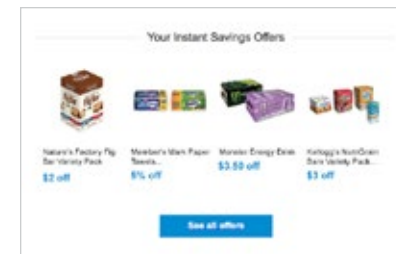
Any email could call for dynamic content sections being added to it.

An email could be only a POV and dynamic content modules. Or it could get plugged into an otherwise fully customizable email. It will be called out in the WO.

When these sections are requested, pull from previous emails or from a template to ensure consistency and to avoid confusion for the coding team.



Business owner will tell you which dynamic template you should use.



# Templatized/ dynamic emails

Any email could call for dynamic content sections being added to it.

An email could be only a POV and dynamic content modules. Or it could get plugged into an otherwise fully customizable email. It will be called out in the WO.

When these sections are requested, pull from previous emails or from a template to ensure consistency and to avoid confusion for the coding team.

## EXAMPLES

