

2021

Holiday

Style Guide

sam's club 

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2021 Holiday Style Guide

Campaign Moodboard

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Moodboard

Our Visuals: Burst of Joy

Overview

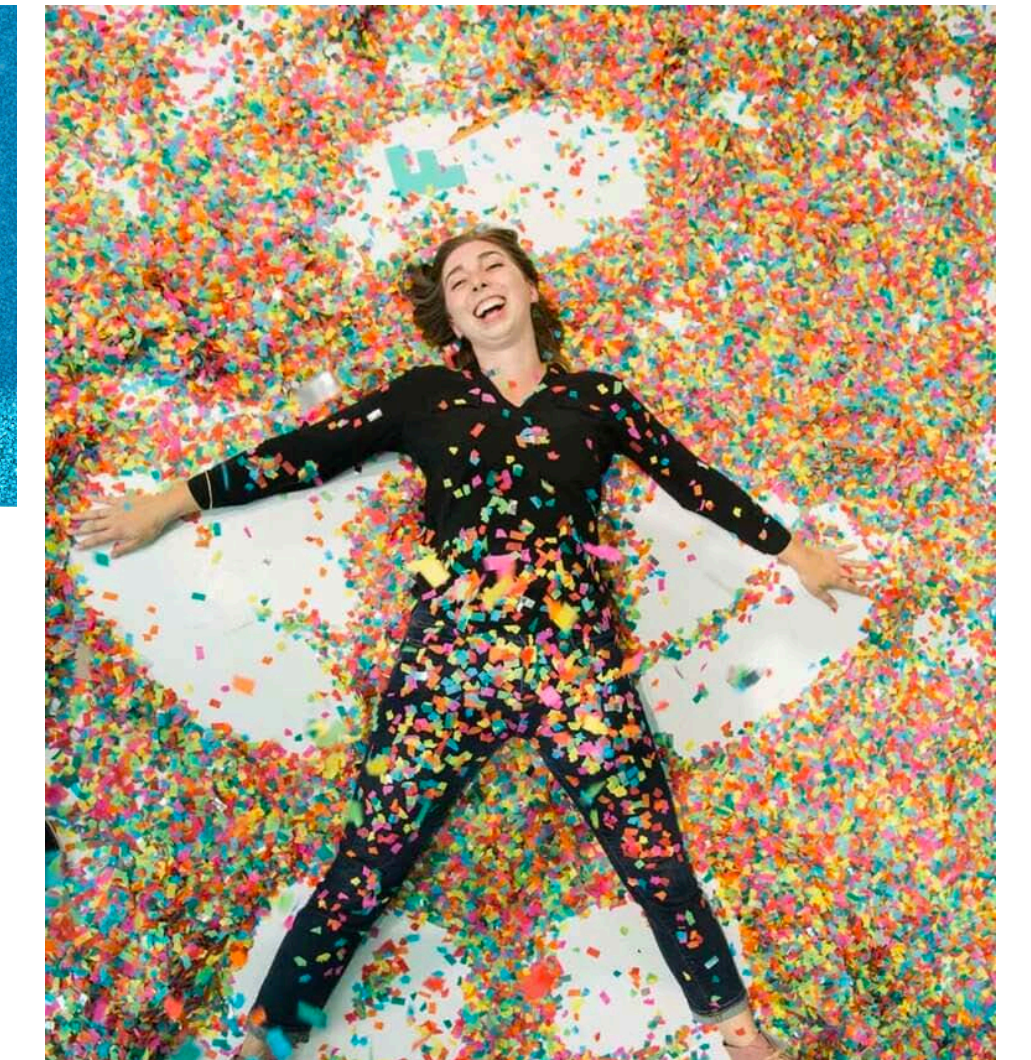
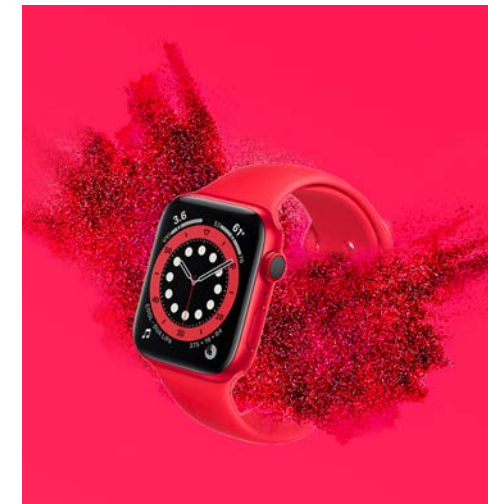
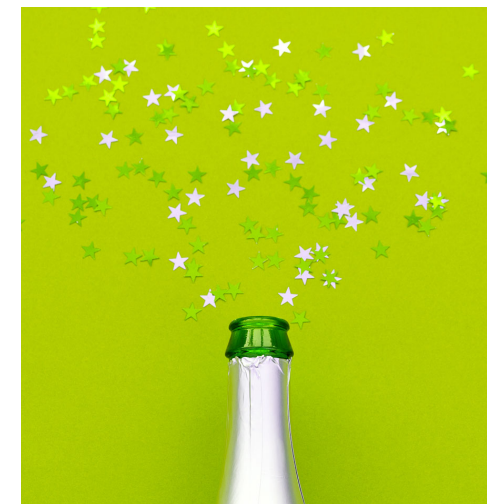
This holiday season, we are going to bring the bling like never before. Sam's Club is counting down the days to celebrate the holiday season brighter than ever, and we're going to capture this anticipation by going over the top with our holiday decorations. This year, everything shimmers.

Photography

Our photography will focus on diverse members celebrating the holidays like never before. Spontaneous explosions of joy will burst in our lifestyle and product photography. Colorful, seamless studio backdrops will help capture the sparkle and joy of this one-of-a-kind holiday season.

Color & Graphics

The color palette will follow this over-the-top theme by including a glitter palette. Confetti and glitter will add the appropriate level of unbridled holiday fun to the celebration of the 2021 holiday campaign.



2021 Holiday Style Guide

Campaign Tagline & Lockup

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Example glitter voids. Can be created per execution.

NOTE: When the lockup is placed in a badge or void, the Sam's Club <> logo may be nudged upward to balance the vertical space. The Sam's Club logo is closer to the wordmark in the stand alone lockup. See comparison on next page.

sam's club 

**BRING THE
MERRY**

Lockup used in voids and
badges

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**BRING THE
MERRY**

Stand alone lockup

Standalone Primary | 2-Line



Accent color can be used without Glitter



Reduce pattern size for small applications

Glitter Colors

3-Line



1-Line



MERRY



Silver



Sky Blue



Tropical Blue



Gold



Orange



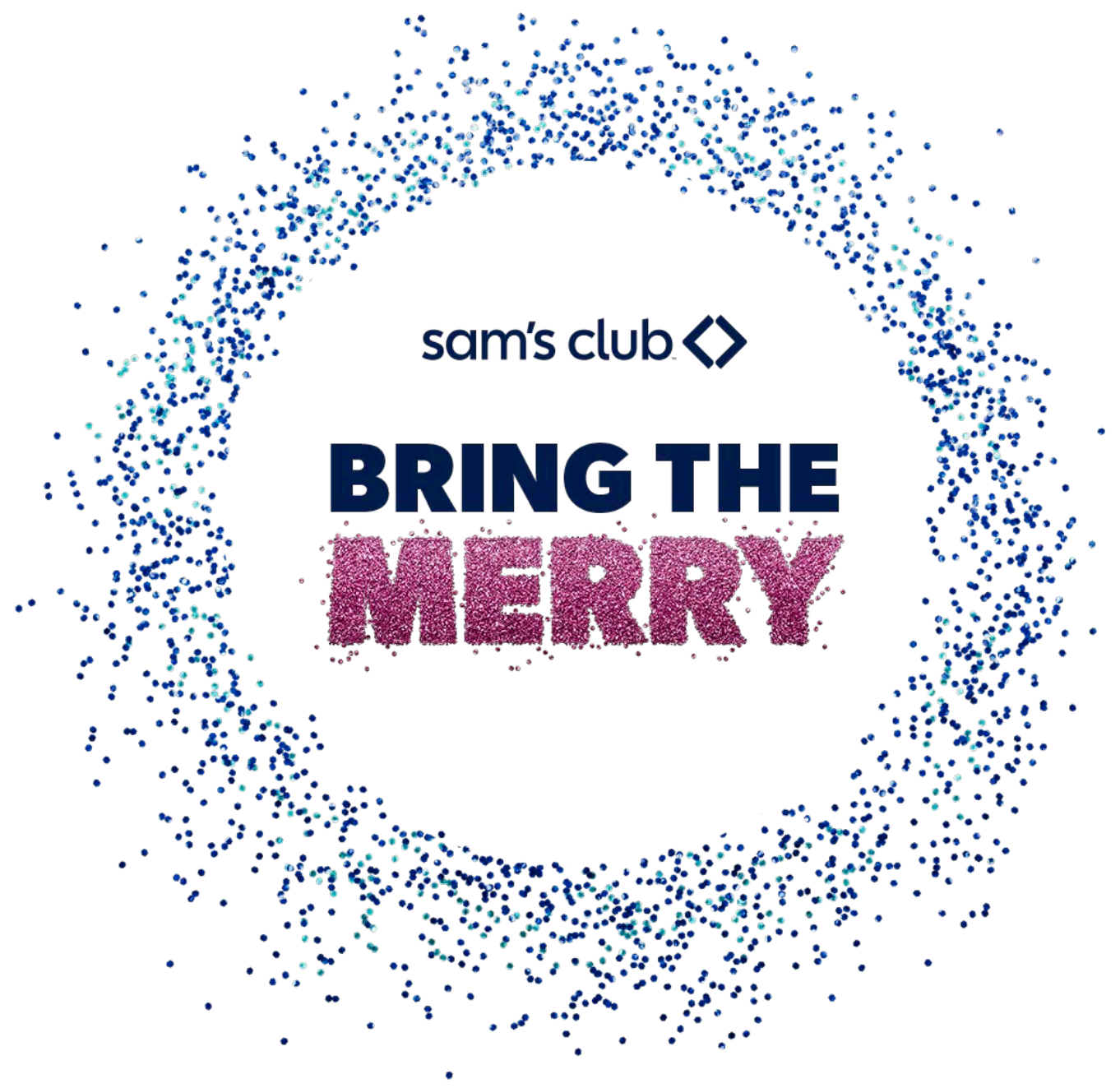
Hot Pink



Jade



Lime



Default options, but different glitter voids and text glitter can be created per execution.

Standalone Primary | 2-Line

sam's club 
BRING THE
MERRY

3-Line

sam's club 
BRING
THE
MERRY

1-Line

sam's club 
BRING THE MERRY

Can be used
without Glitter

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BRING THE
MERRY

Reduce pattern size for
small applications

Glitter Colors

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BRING
THE
MERRY

MERRY

MERRY

Sam's Blue

MERRY

Sapphire

MERRY

Midnight Blue

MERRY

Red Violet

MERRY

Scarlet Red

MERRY

Purple

MERRY

Dark Teal

Color

Color

Brand Colors

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.

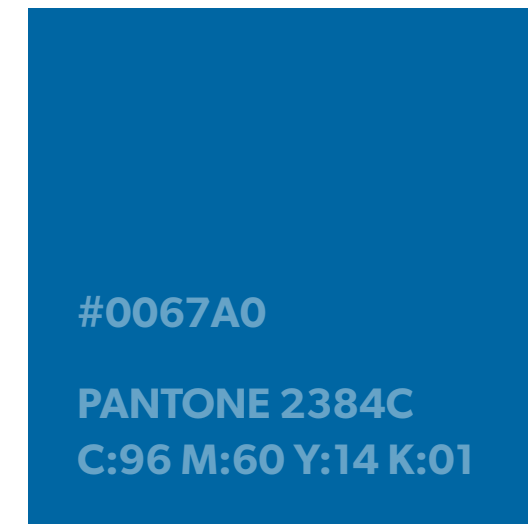
Supporting Colors

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 supporting colors that complement our brand palette, such as bright jewel tones.



Primary Brand Colors

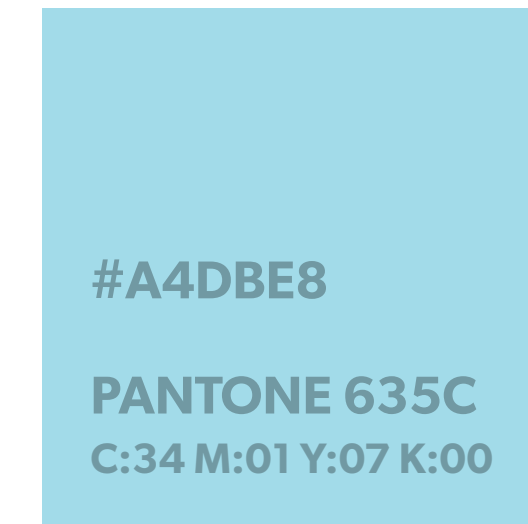
SAM'S BLUE



SAPPHIRE BLUE



SKY BLUE

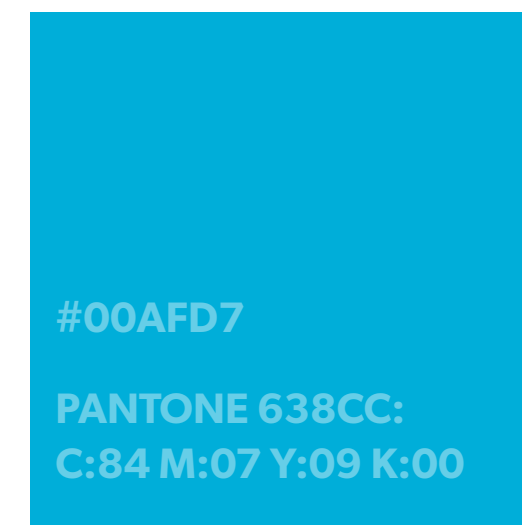


Secondary Brand Colors

MIDNIGHT BLUE



TROPICAL BLUE

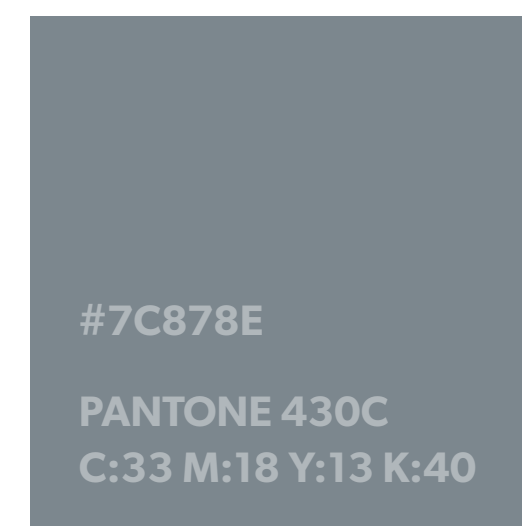


Tertiary Brand Colors

UX BLUE



MID GREY



LIGHT GREY



Color

Holiday Colors

Our holiday color palette will capture the excitement for a holiday season that can't come fast enough. These colors can be used individually or in combinations, and can be utilized through graphics, textures, or photography. We can also contrast our Sam's Club brand blues with these bright holiday colors to create a sense of energy with the bursts of color. Each bright color has an accompanying darker hue, allowing for fun tone-on-tone designs where needed.

Holiday Colors

SCARLET RED



ORANGE



GOLDENROD



LIME



JADE



DARK TEAL



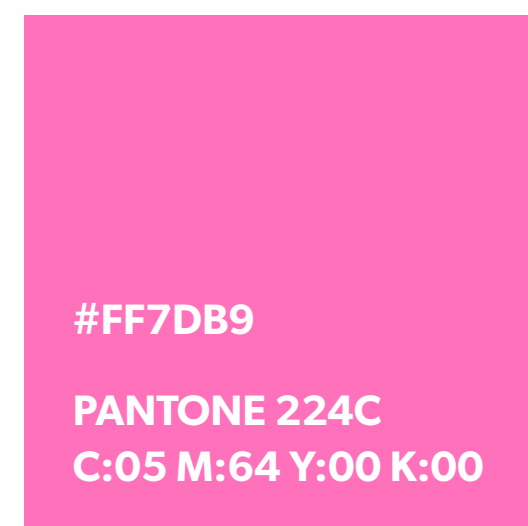
TEAL



PURPLE



ROSE



RED VIOLET



HOT PINK

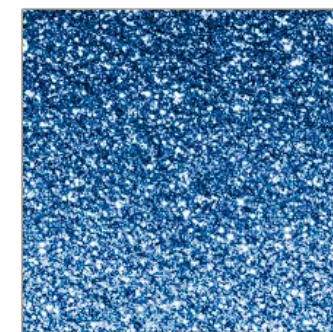


Color

Glitter

All of the colors can be used as a glitter overlay, provided there is acceptable contrast in the composition. Silver and gold glitter have been added to provide an additional spark of joy that can work on many backgrounds.

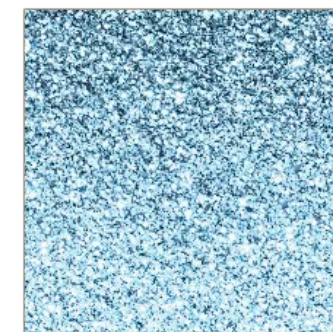
SAM'S BLUE



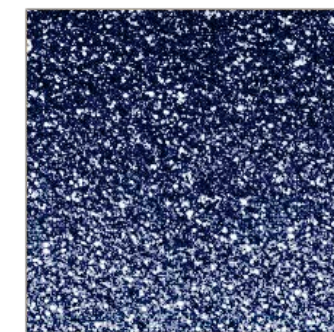
SAPPHIRE



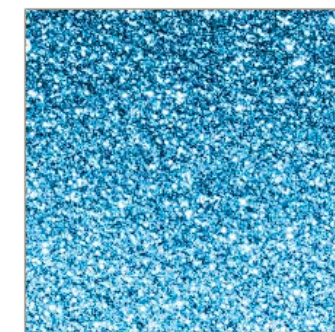
SKY BLUE



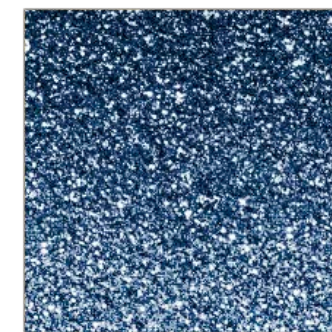
MIDNIGHT



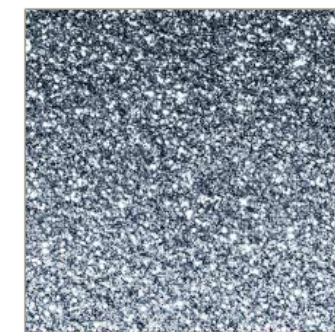
TROPICAL



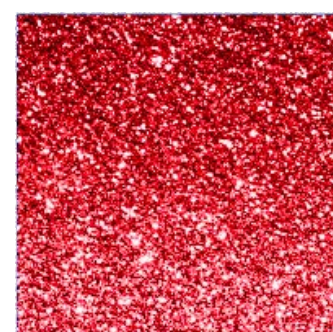
UX BLUE



MID GREY



SCARLET RED



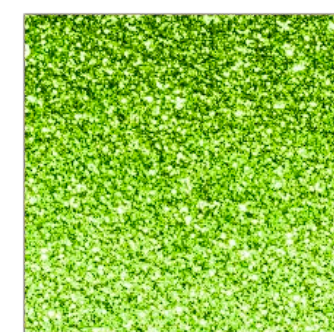
ORANGE



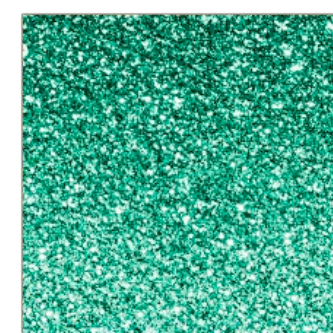
GOLDENROD



LIME



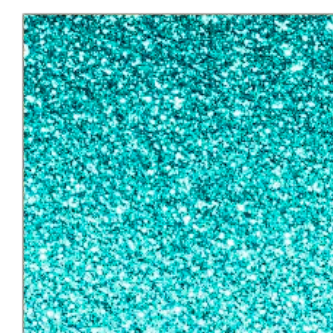
JADE



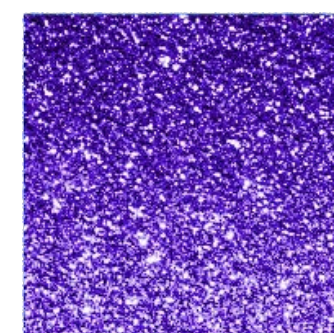
DARK TEAL



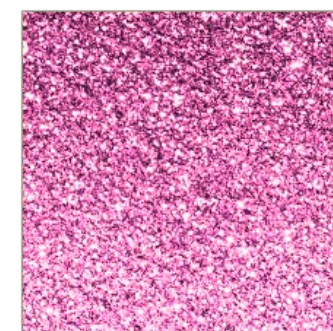
TEAL



PURPLE



ROSE



RED VIOLET



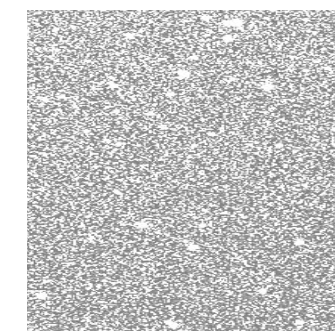
HOT PINK



GOLD



SILVER

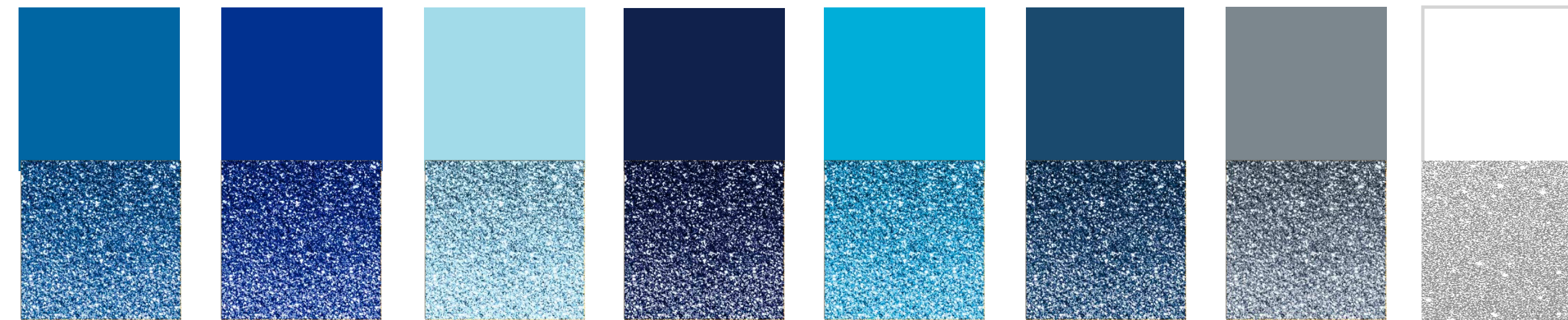


Color

Event Colors

Our holiday color palette will lead with our Sam's Club brand blues to create a cool wintry backdrop for this year's holiday season. To complement these icy blues, we are adding a defined group of supporting colors to create a signature look for this campaign. These colors can be used individually or in combinations and can be utilized through graphics or photography.

October Quality Catalog



November ISB



Thanksgiving Savings/Black Friday



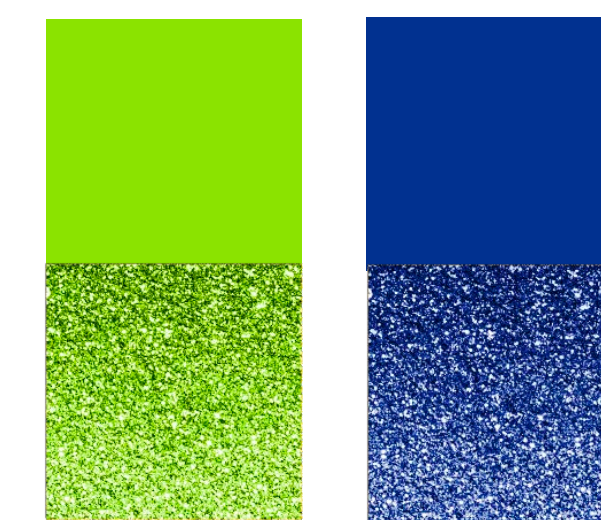
December ISB



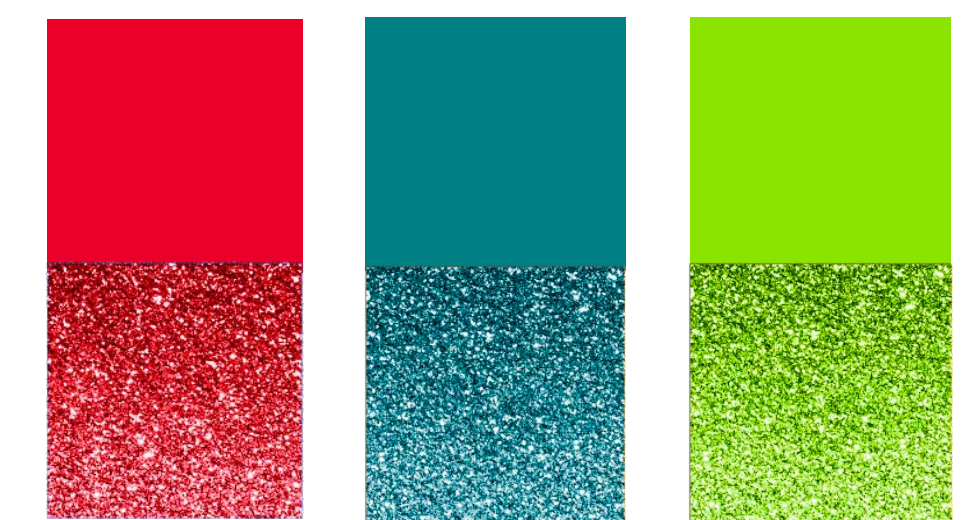
November Savings Weekend



Cyber Week



December Savings Weekend



2021 Holiday Style Guide

Color Accessibility

sam's club 

Color

Color Accessibility

Web Content Accessibility Guidelines (WCAG) 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Buttons, input fields and navigational elements must meet a 4.5:1 contrast ratio. The following colors have been approved for use as normal text, large text and navigational elements, meeting the above contrast ratios.

If you ever have any doubts about color contrast, please use the [Web AIM Contrast Checker tool](#).



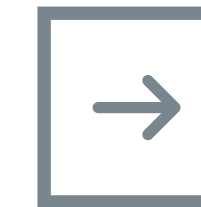
Accessibility Color Exceptions

AA

Normal text is essentially the body copy. While WCAG doesn't specify a minimum font size, VMLY&R recommends 16px-18px for normal text. *Must meet 4.5:1 contrast ratio to pass.*

AA

Headlines typically fall under large text. WCAG defines large text by 24px or larger. *Must meet 3:1 contrast ratio to pass.*



Buttons, input fields and any graphic element that requires user interaction *must meet 4.5:1 contrast ratio to pass.*

✓ **Approved for Normal Text**



Scarlet Red, Dark Teal, Purple and Red Violet pass for normal text usage.

✓ **Approved for Large Text**



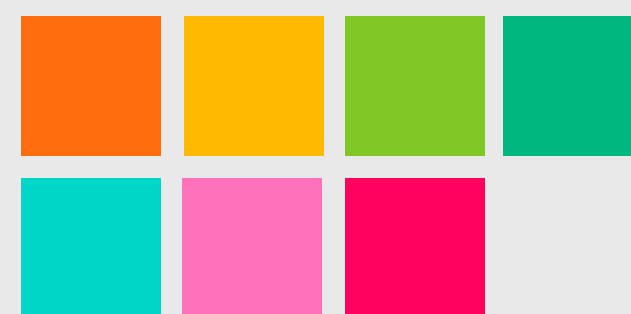
Scarlet Red, Dark Teal, Purple, Red Violet and Hot Pink pass for large text usage.

✓ **Approved for Input Fields & Navigation**

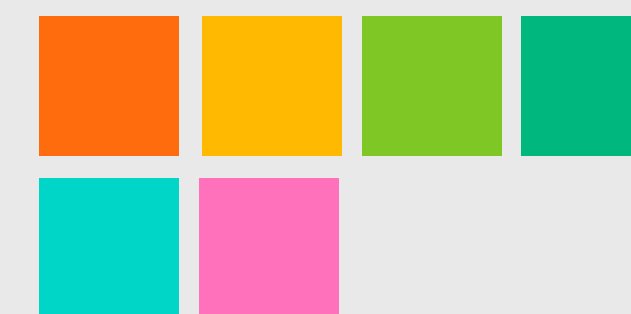


Scarlet Red, Dark Teal, Purple and Red Violet pass for input field and navigational usage.

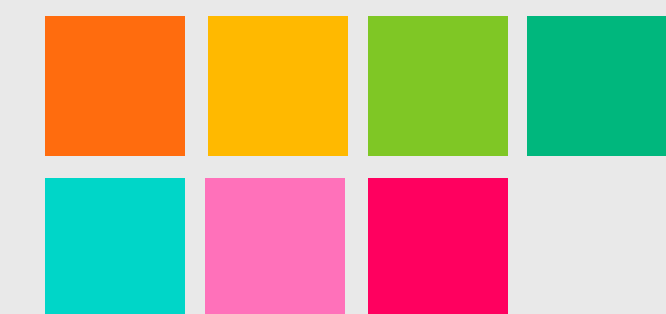
✗ **Not Approved for Normal Text**



✗ **Not Approved for Large Text**



✗ **Not Approved for Input Fields & Navigation**



2021 Holiday Style Guide

Graphic Toolkit

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Design Toolkit

Glitter, Confetti & Ribbons

Glitter, confetti and ribbons are our primary design elements to bring the “burst of joy” motif to life. The over-the-top sparkle and celebration that these elements embody, will take our Sam’s Club holiday campaign to another level. There are multiple ways glitter, confetti and ribbons can be used to bring this “burst of joy” to life at different levels, depending on the desired expression.

These formations should always be scaled appropriately to match the size ratio of the products being featured with them. To avoid creating undesirable contrast or clashing effects, glitter elements should never appear too close.

The examples at right shows a variety of ways to apply our branded holiday expressions.

Examples of use



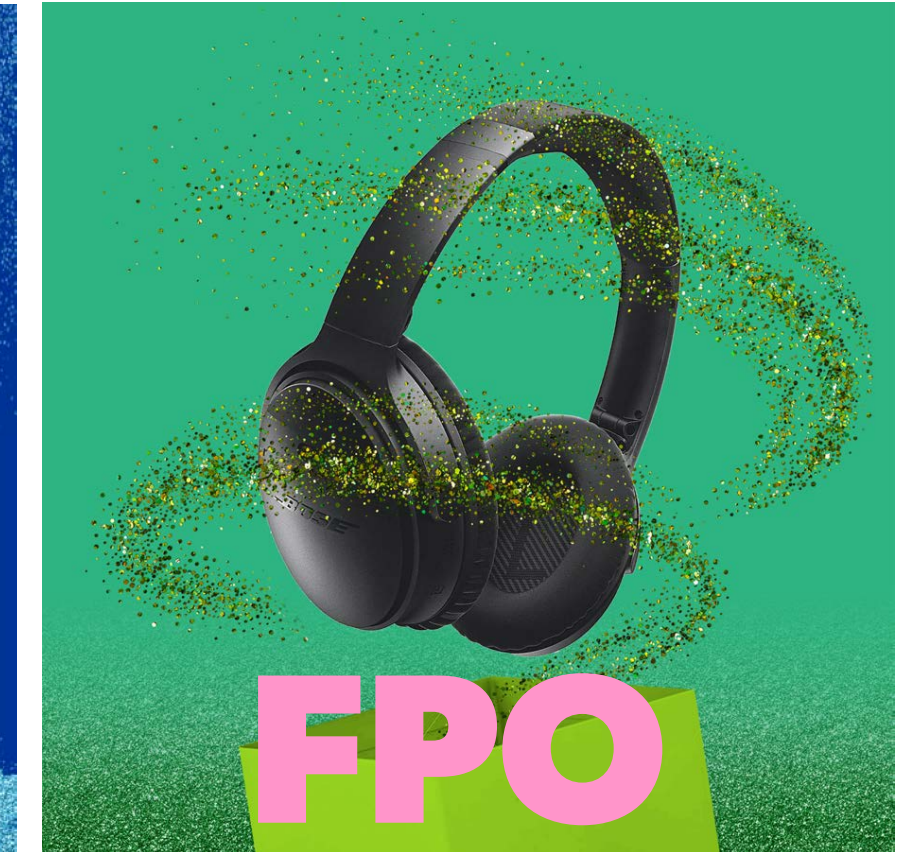
Dimensional glitter bursts



Flat overhead glitter bursts



Snowing and piling of glitter



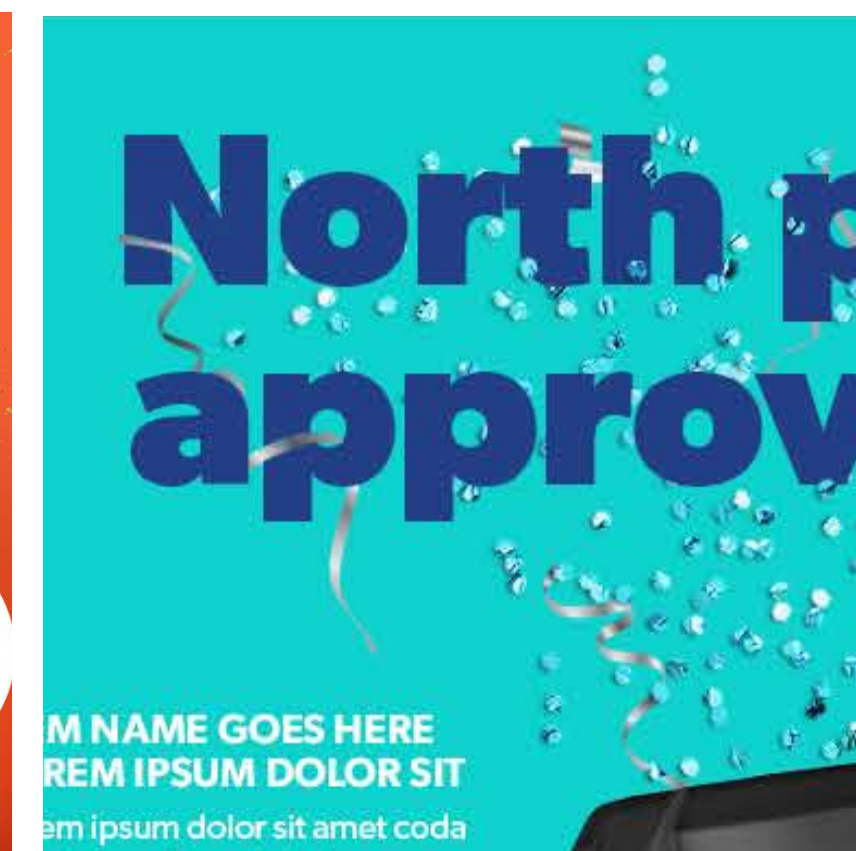
Swirling glitter



Confetti bursts



Falling ribbons and confetti



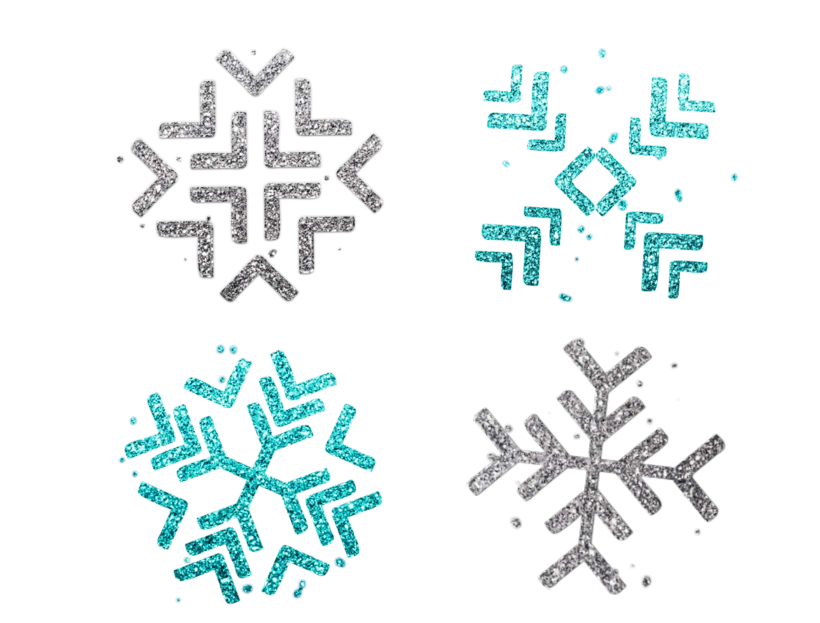
Bursting confetti, ribbons and bows



Glitter typography



Custom Confetti



Glitter snowflakes & confetti



Ribbons

Glitter

Glitter is an extremely adaptable element and can be used in many different ways.

Different techniques can be used to create dynamic compositions in which glitter plays an important supporting role, to interact and highlight a product or products.

Glitter can burst, or pile, it can create a frame for content or imagery, and can make up accent letters in headlines.

NOTE: Keep legibility and accessibility requirements in mind when using glitter type.

The examples at right show ways glitter may be applied to our branded holiday expressions.

Examples of use



Dimensional glitter bursts



Flat overhead glitter bursts



Snowing and piling of glitter



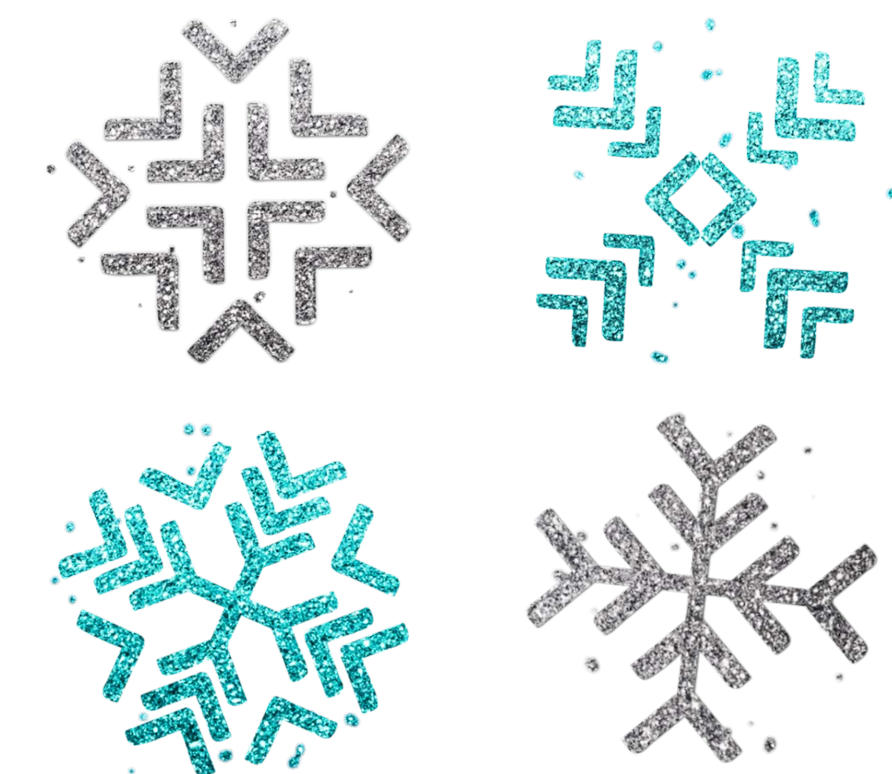
Swirling glitter



Glitter voids



Glitter typography



Glitter snowflakes & confetti

Confetti

Three shapes of custom confetti has been create to help bring in a festive mood in a branded way. Sam's Club diamond shaped confetti, Star Confetti, and Circle confetti. These can be used combined or independently with different applications of glitter, but keep in mind, less is almost always more. Find areas of the canvas that could use confetti without feeling overwhelming or too busy.

These formations should always be scaled appropriately to match the size ratio of the products being featured with them. To avoid creating undesirable contrast or clashing effects, glitter elements should never appear too close.

The examples at right show ways confetti may be applied to our branded holiday expressions.

NOTE: The custom confetti elements are Adobe Photoshop brushes that can be imported from the toolkit and used in combination with the glitter brushes.

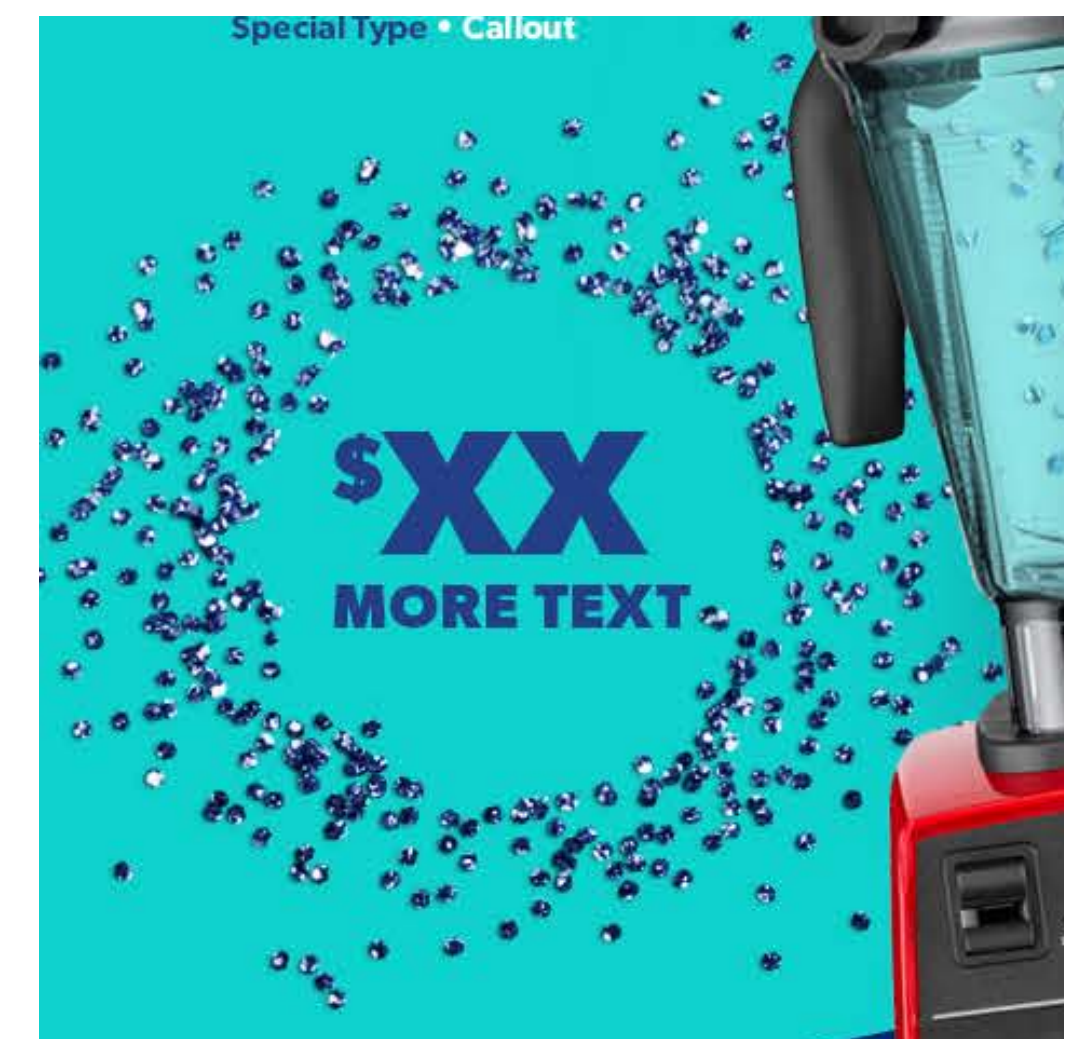
Examples of use



Sam's Club confetti



Star confetti



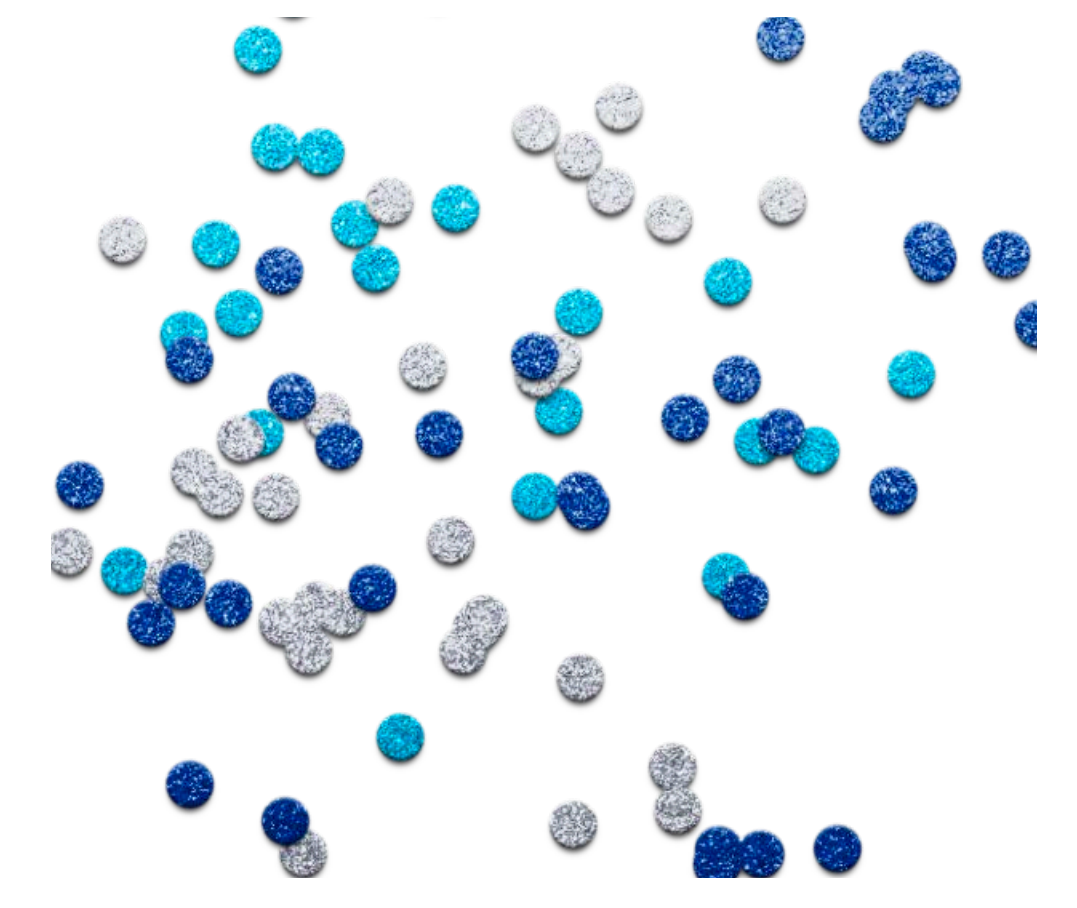
Circle confetti



Sam's Club confetti



Star confetti



Circle confetti

Ribbons

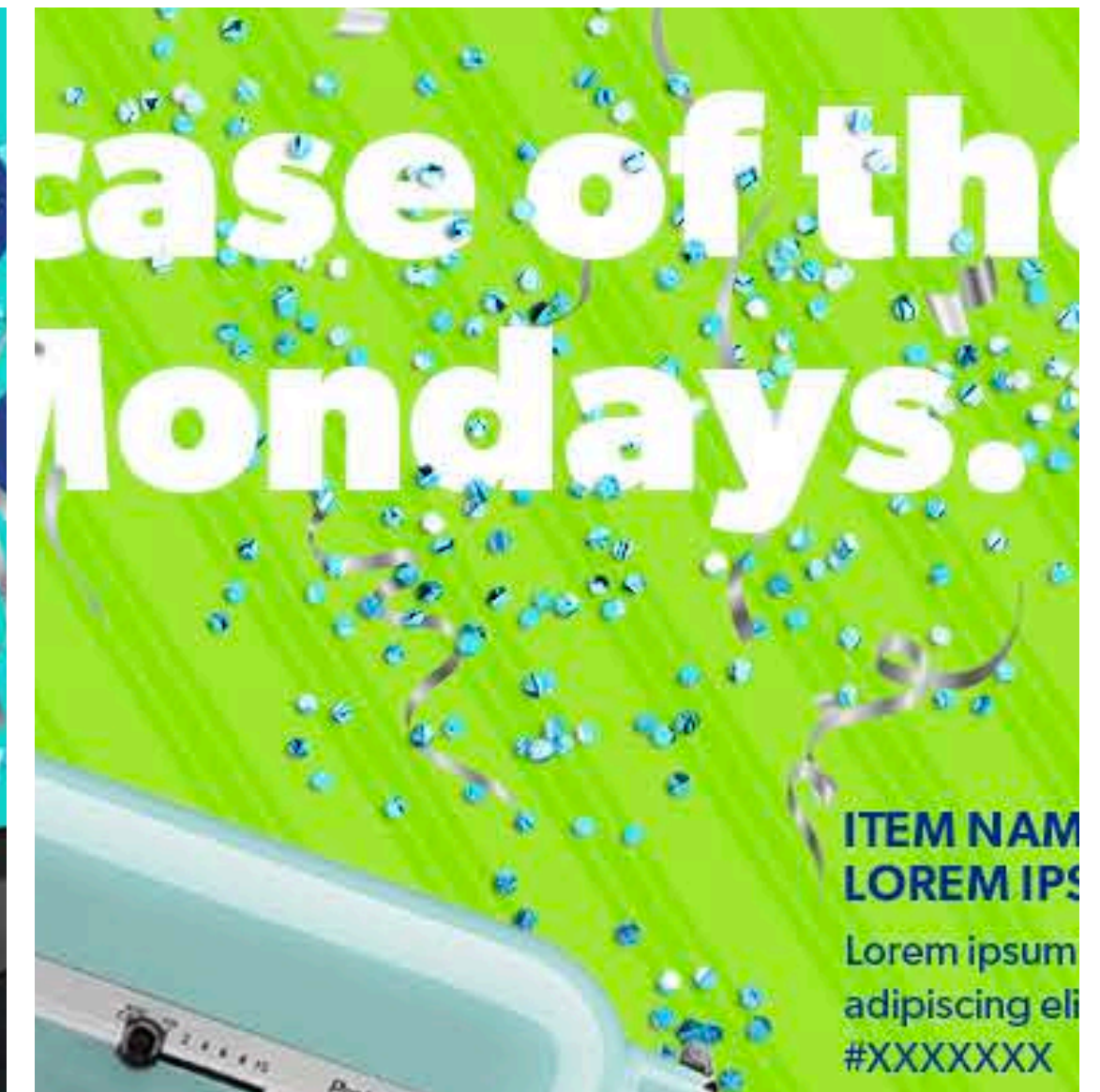
Ribbons add an additional sense of motion to a composition and can be used in combination with confetti to turn up the holiday excitement.

Ribbons can interact with headlines and products to feel like they exist in real space, with portions of the ribbon being obscured.

These formations should always be scaled appropriately to match the size ratio of the products being featured with them. To avoid creating undesirable contrast or clashing effects.

The examples at right show ways ribbons may be applied to our branded holiday expressions.

Examples of use



Falling ribbons and confetti examples



Ribbon elements (Assets forthcoming)

Burst Coloring

Glitter and confetti bursts and formations serve as key design elements for this holiday campaign. These custom bursts should be colorized to work well with our holiday color palette backdrops.

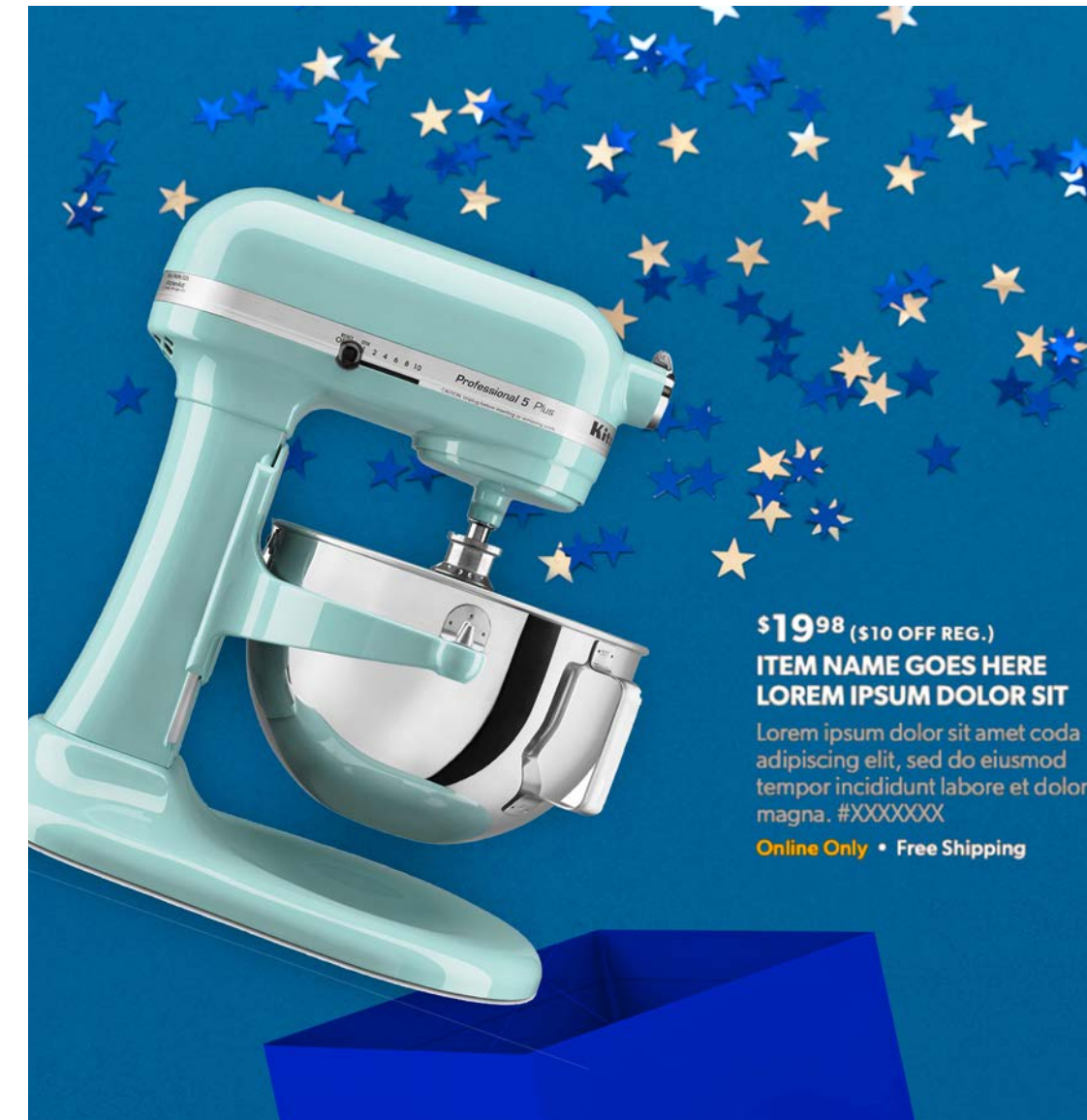
These formations should never create undesirable contrast or clashing effects. Tone on tone, tone on tone with metallic silver or gold, or metallic silver or gold are approved color combinations for glitter bursts and formations. Tone-on-tone applications should use colors that match background colors, with a metallic treatment. These color applications can appear brighter or darker than the backdrop coloring.

The color applications at right should be followed for all glitter and confetti designs.

Approved Glitter & Confetti Coloring



Tone on tone



Tone on tone with metallic silver or gold



Metallic silver or gold

Gift Boxes

To bring the element of gift giving to our holiday campaign, gift boxes will be grouped with our products as accent imagery. Sam's Club products will appear to be playfully bursting out of these gift boxes. Products should always be positioned at energetic angles to add a bursting quality to these products and gift boxes. The examples at right show how gift boxes can add to these holiday expressions.

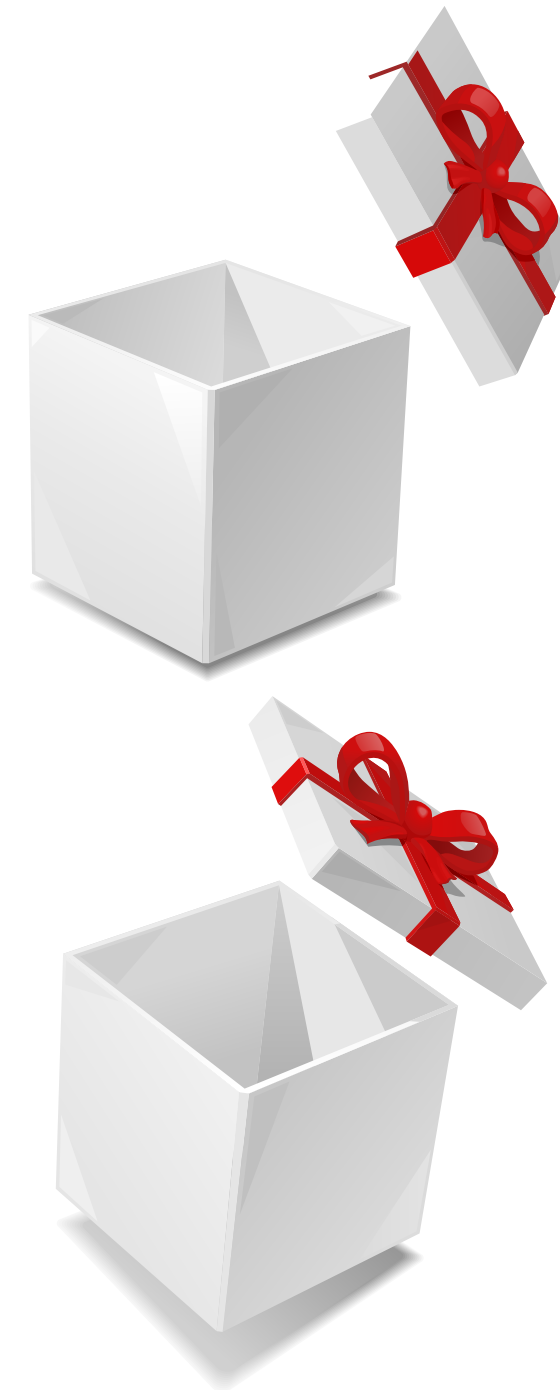
Gift Box Examples



Lid popping burst



Bursting out of box



Example vector boxes (FPO)

Examples of Use

Levels of Glitter Bursts

These custom glitter formations can be dialed up or down, depending on the bursting quality desired for a holiday expression. From reserved to over the top, these glitter and confetti bursting formations will be used to bring energy to our holiday designs. The level of bursting should vary throughout the holiday campaign elements to create variety and reserve highlighting emphasis for hero product features.

Glitter Burst Levels Examples



Reserved burst



Mid-level burst



Confetti explosion

Glitter and Confetti Effects

To achieve the glitter and confetti effects, you must download a specific package containing special Adobe Photoshop brushes, styles, and actions. A commercial license for these assets must be obtained and can be purchased [here](#).

Once installed, the effects can be achieved quickly and easily, however, for best results effects should be applied in a specific order. These steps are outlined to the right.

For more in-depth info, check out the [video tutorial](https://www.youtube.com/watch?v=_cKgmNWgFLU) (https://www.youtube.com/watch?v=_cKgmNWgFLU) for more information on how to apply specific effects.

Glitter and Confetti Effects Quickstart

1. Install all components:
 - 'Glitter Actions.atn' (Window > Actions > Load actions)
 - 'Glitter Brushes.abr' (Window > Brush Presets > Load Brushes)
 - 'Glitter Styles.asl' (Window > Styles > Load styles)
2. Open or create your graphic & text in Photoshop.
(Document resolution 72 dpi or 300 dpi).
3. Open Window > Styles and apply any style to layer.
4. Apply 'Placer Edge' action that creating the edge of a layer covered with sparkles (for hexagon glitter).
5. Apply 'Placer Around' action that creates a scattering of glitters around an object (for hexagon glitter).
6. You can experiment with the actions of 'Particle Small' and 'Particle Big', which will create the effect of splashing glitter dust.
7. You can change the overlay color in styles.
8. Adjust texture scale of texture directly in the layer effects.
Important! Apply only 25% 50% 75% 100% etc. for best results.
9. To emphasize the glare with the rays, use the brushes 'Lights 1-7'
10. You can automatically generate beams on the glare of your texture layer using the actions 'Glitter Shine' of different shapes:
11. (X \ / + -). To enhance the glow, simply duplicate the layer.

Glitter and Confetti Effects

To achieve the glitter and confetti effects, you must download a specific package containing special Adobe Photoshop brushes, styles, and actions. A commercial license for these assets must be obtained and can be purchased [here](#).

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For more in-depth info, check out the [video tutorial](https://www.youtube.com/watch?v=_cKgmNWgFLU) for more information on how to apply specific effects.

Glitter and Confetti Effects Tips

Basic Principles

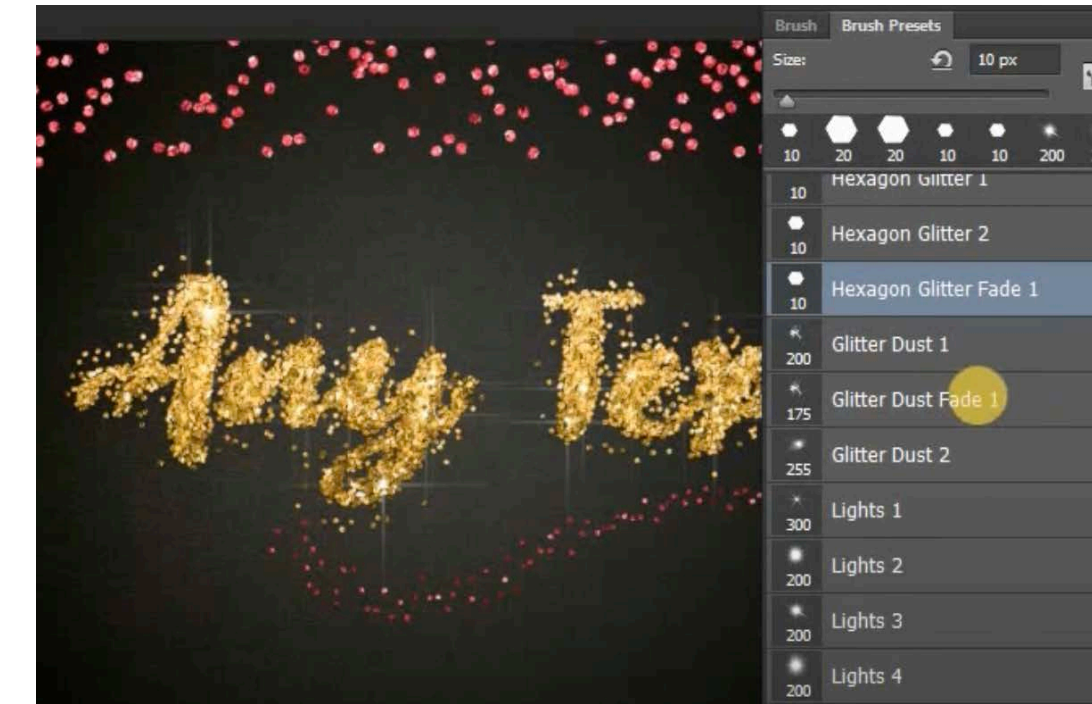


Draw an object or type any word, in any font, with any color, then simply go to your styles panel and choose a glitter or confetti style, the text will then fill with the correct pattern.

Keeping the layer selected in your layer palette, running the action "Placer Around" will scatter glitter around the object and "Placer Edge" will place glitter around the object's edge. Then, select the same style used to fill the letters to blend. Explore changing colors or textures to get interesting results.

This works for any object, shape or brush stroke.

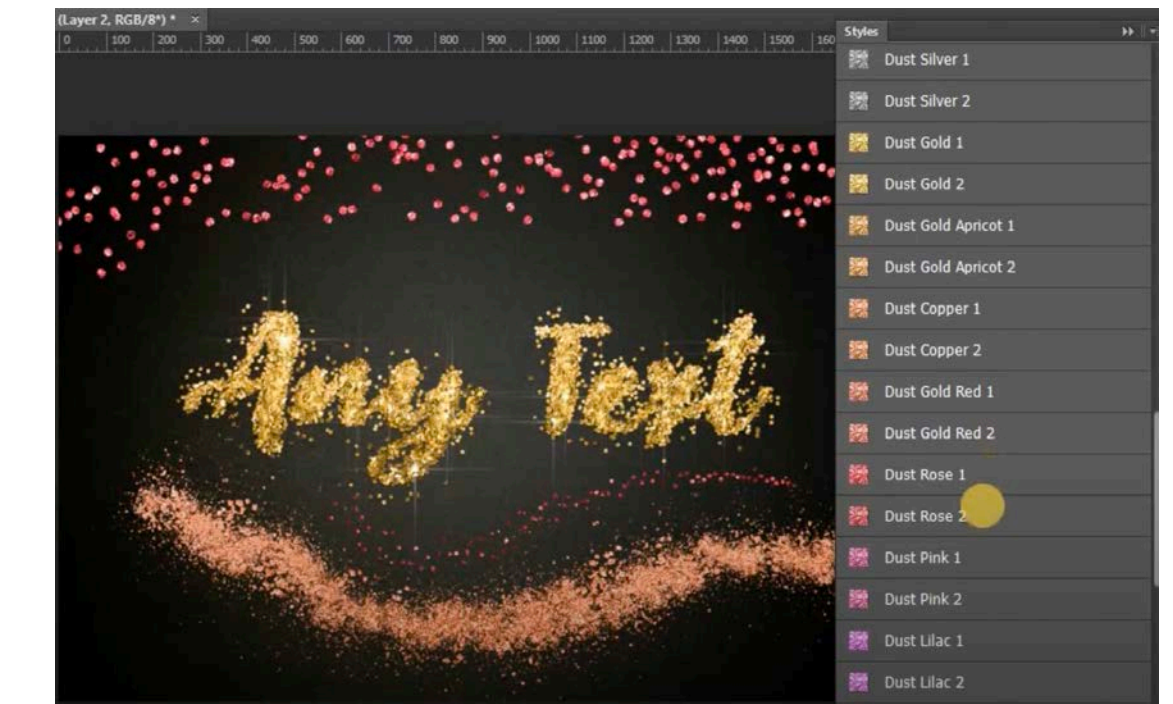
Using Brushes



Glitter and confetti brushes can quickly create lines, piles, bursts and subtle glitter effects. Brushes can be made larger or smaller, as well as editing the layer effects for fine color or pattern size adjustments.

Remember to go to your styles tab to select an initial size and color of glitter to get the effect you're looking for.

Advanced Effects



Effects can be changed in 1 click. Simply clear the layer style, or select a different color and size from the glitter styles palette.

Actions can be built up multiple times. When using actions, remember to re-select your initial layer, as the action will create a new layer on top of it. Running an action on the new layer may result in error warning.

Each time you want to apply a new action, re-select the main layer you want to apply the effect to.

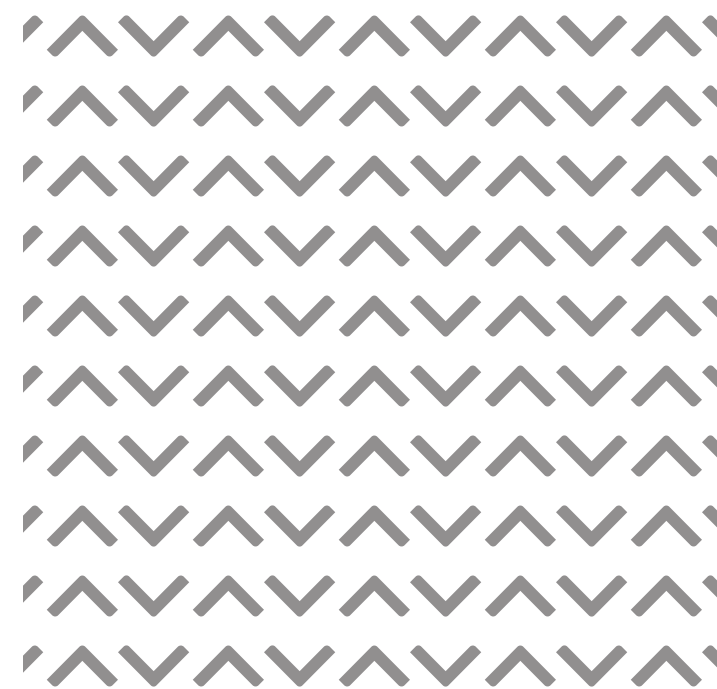
Graphic Toolkit

Holiday Patterns

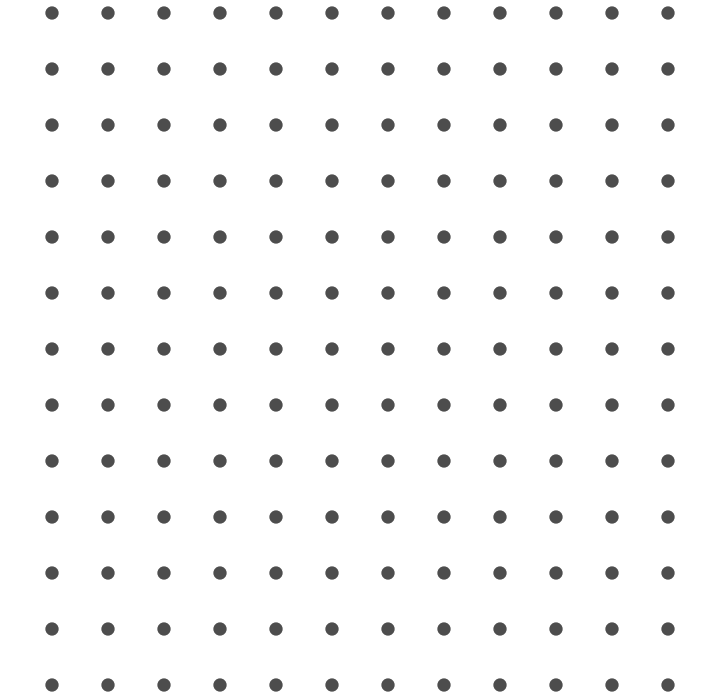
The holiday pattern sets at right are available to bring the energy of our holiday theme to in-store, collateral and digital brand expressions. These patterns serve as branded backdrops for our holiday campaign while keeping our glitter and confetti formations the hero design elements. These patterns may also be used as background design elements, using our holiday color palette. Holiday palette colors may be applied to these patterns in creative ways to further the Burst of Joy theme.

Approved Holiday Patterns

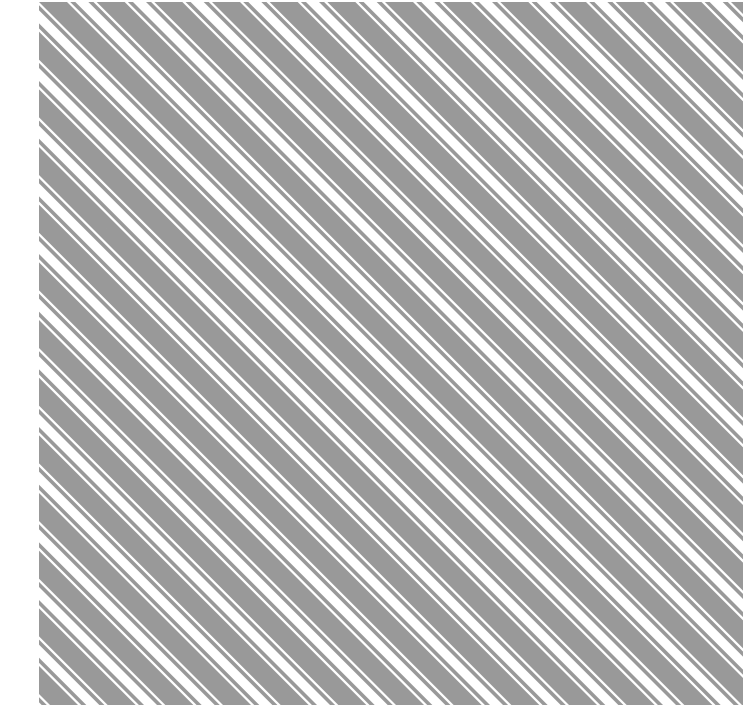
Sam's mark



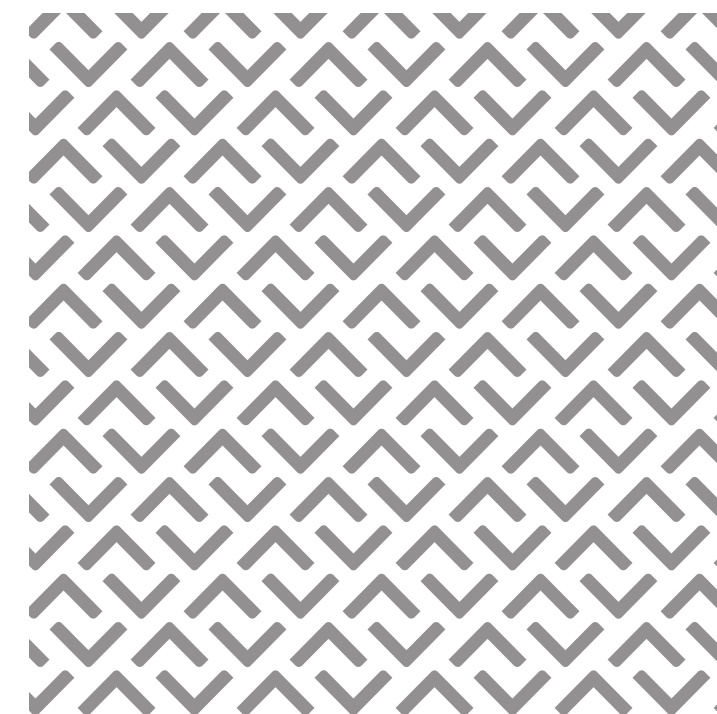
Dots



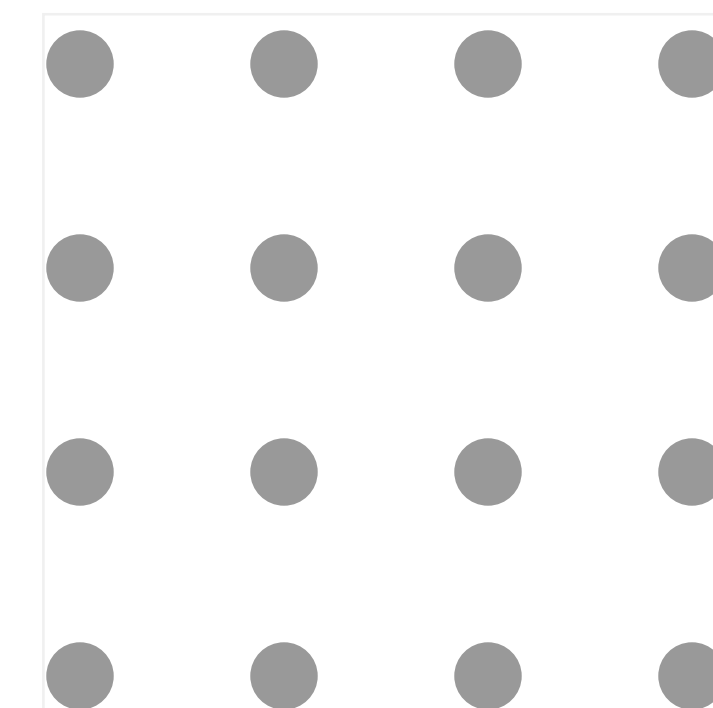
Stripes



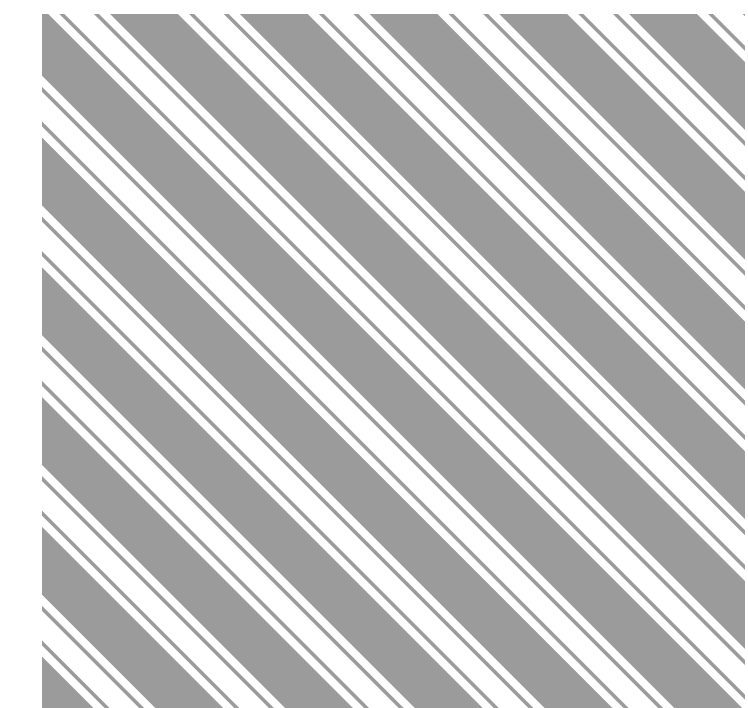
Sam's mark alt



Dots large



Stripes large



Graphic Toolkit

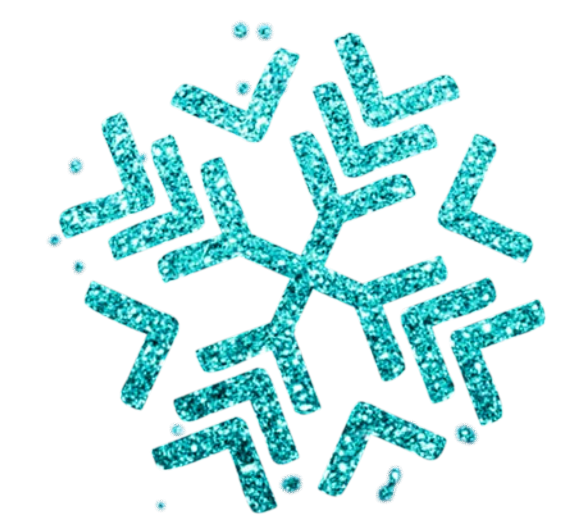
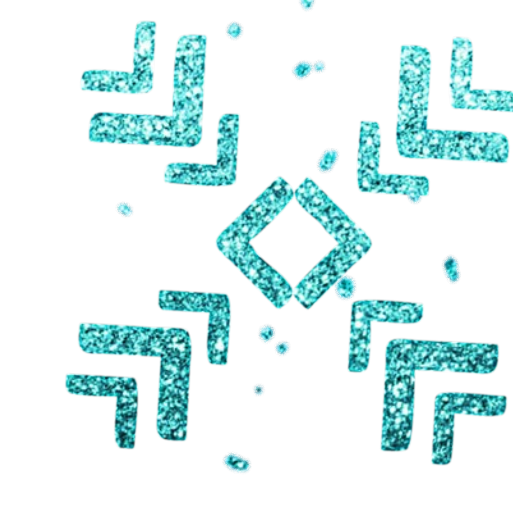
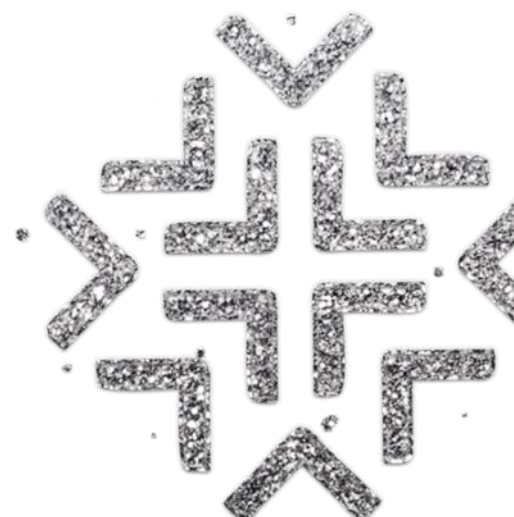
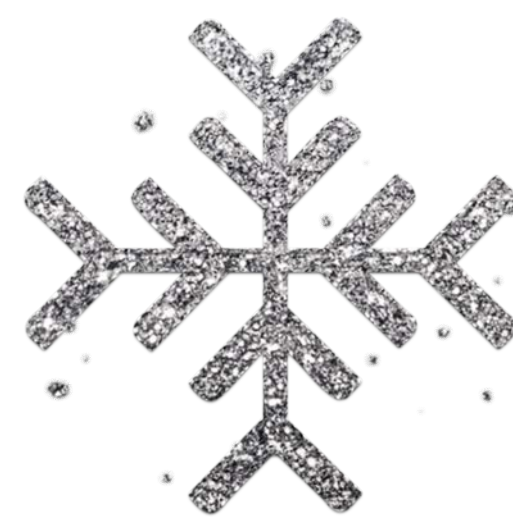
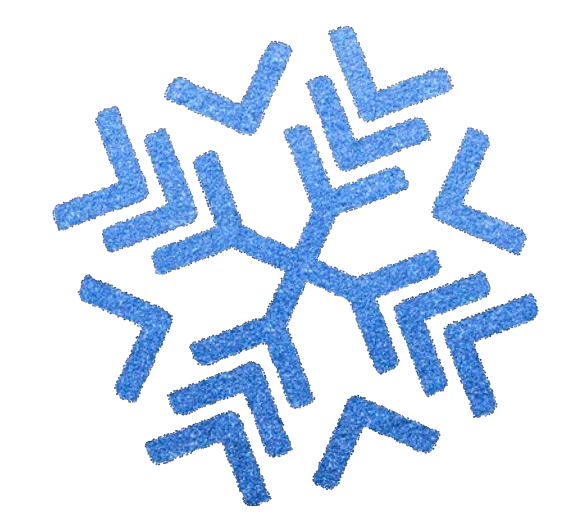
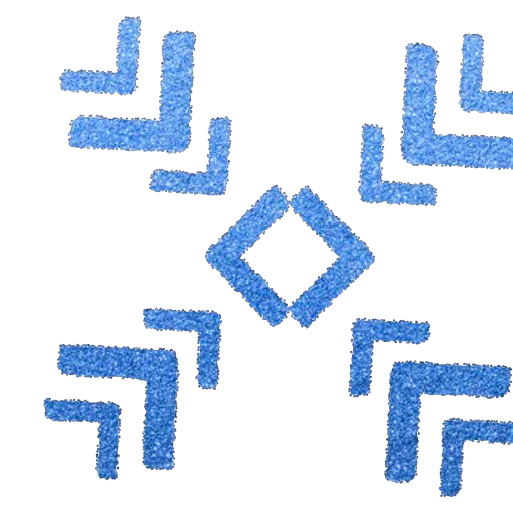
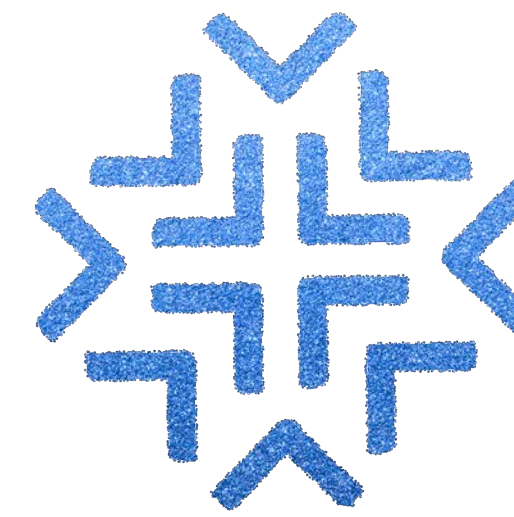
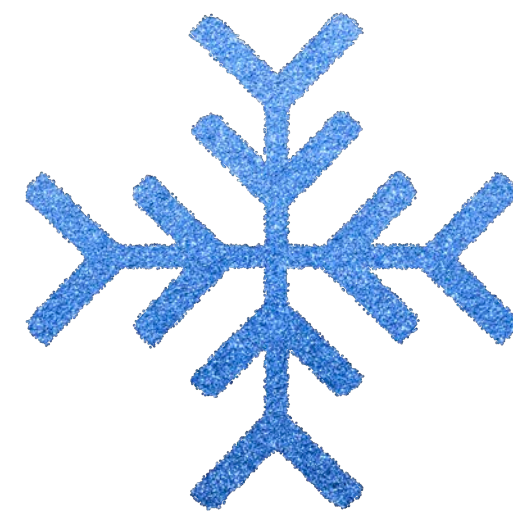
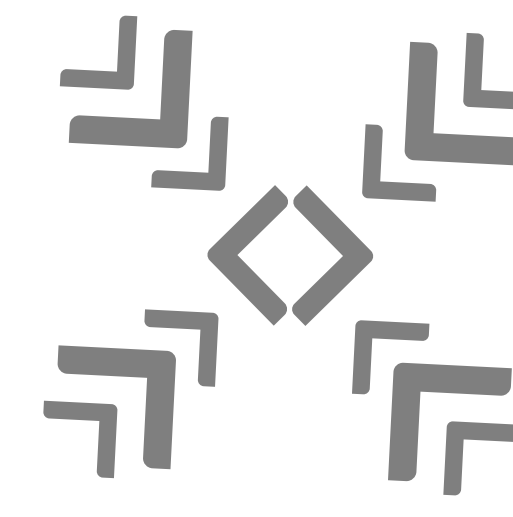
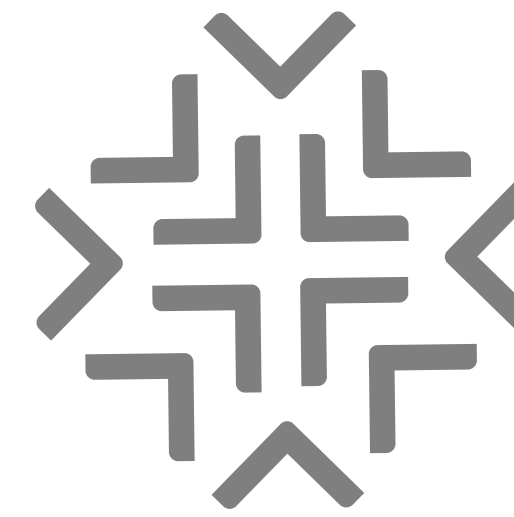
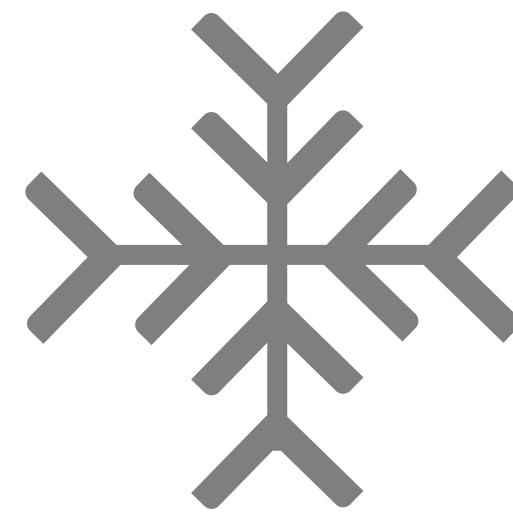
Snowflakes

Snowflake accents can be added as background elements or textural elements in combination with the holiday pattern and glitter texture treatments.

Each snowflake is built primarily using the Sam's Club diamond shape. This helps create a more cohesive and branded look.

- These elements are background or supporting elements and should not be overpowering

Snowflake Options



Tree Patterns

The abstract triangle tree pattern can be used in a similar manner to the wrapping paper pattern elements in the previous pages of this guide.

Explore using these elements in an oversized and abstract way to create unexpected, delightful holiday moments that aren't overpowering.

These patterns are meant to serve a supporting role in a composition so that the product is the hero.

Tree Pattern Example

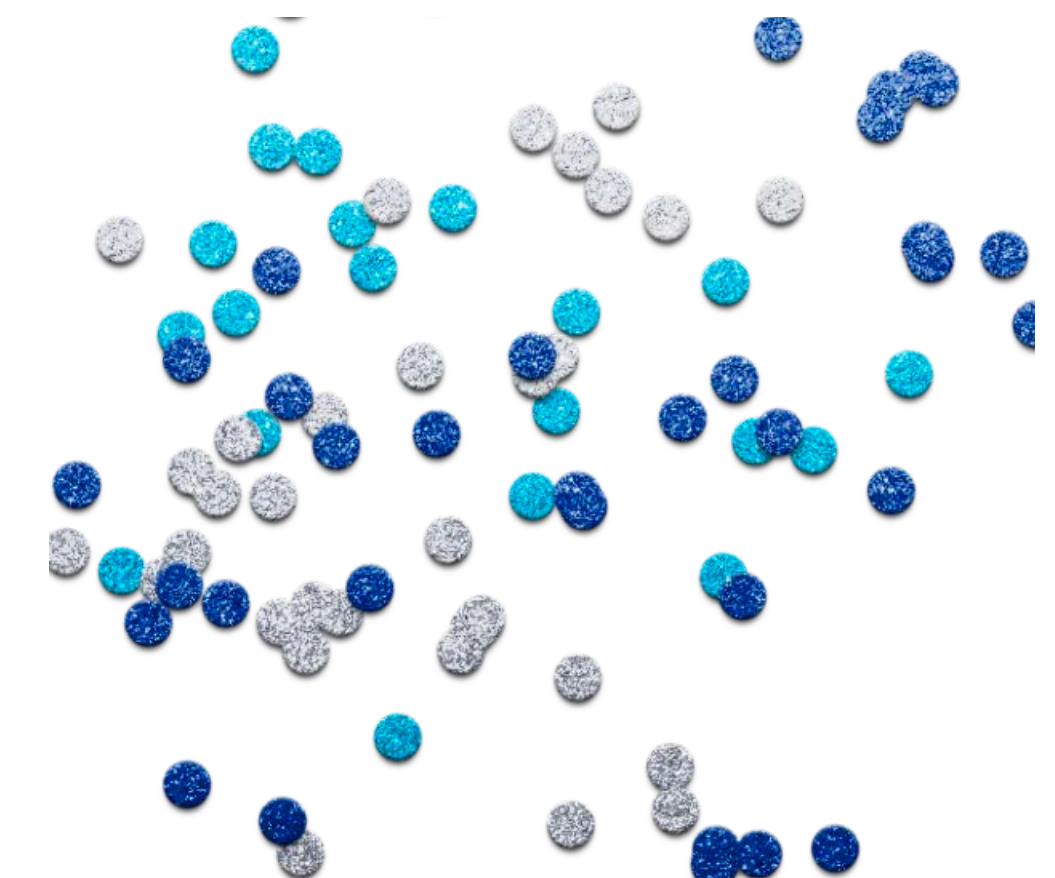


Graphic Toolkit

Photo Realistic Vector Elements

These formations should never create undesirable contrast or clashing effects. Tone on tone, tone on tone with metallic silver or gold, or metallic silver or gold are approved color combinations for glitter bursts and formations. Tone-on-tone applications should use colors that match background colors, with a metallic treatment. These color applications can appear brighter or darker than the backdrop coloring.

Ribbons and Streamers (Final assets forthcoming)

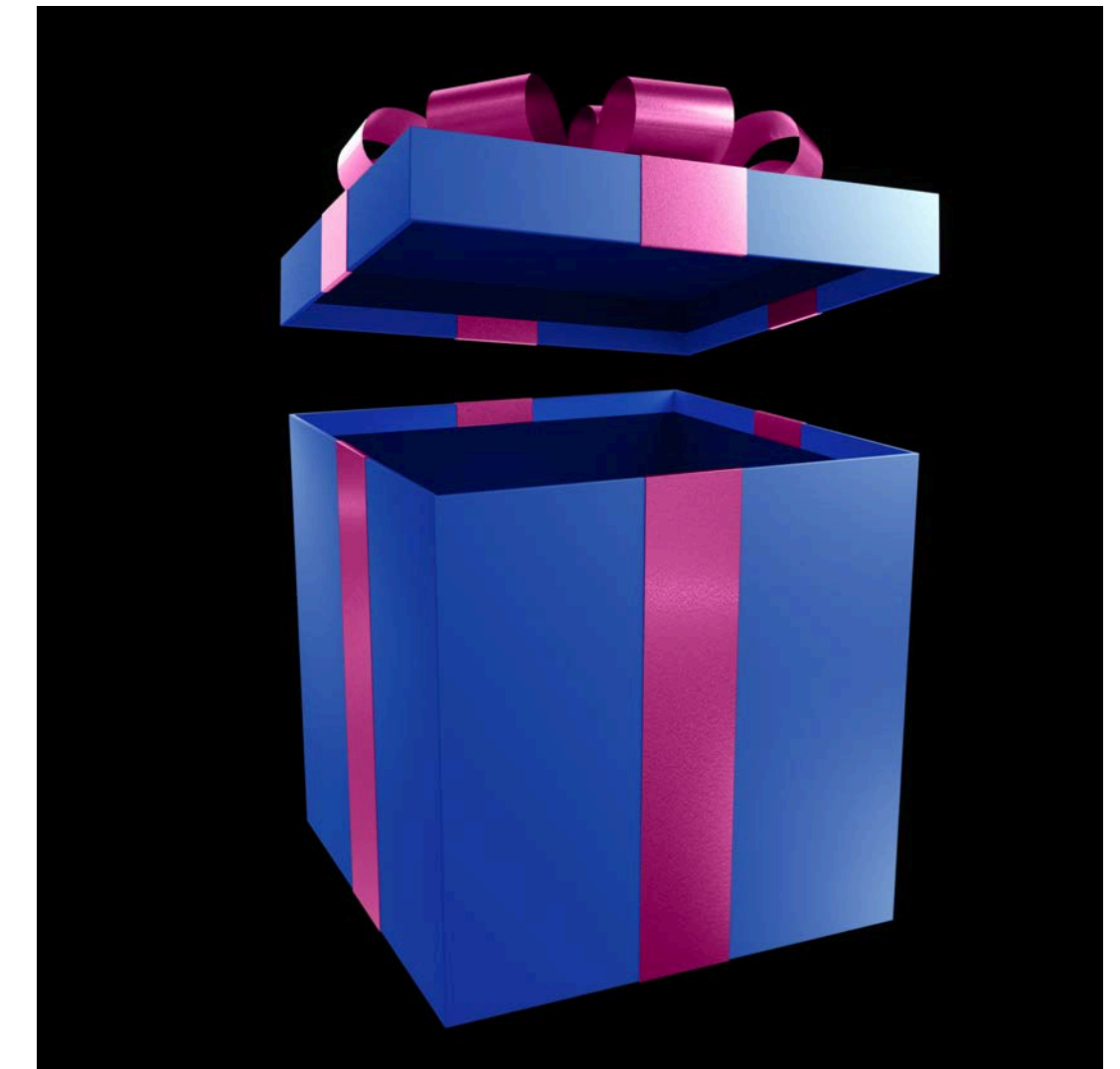
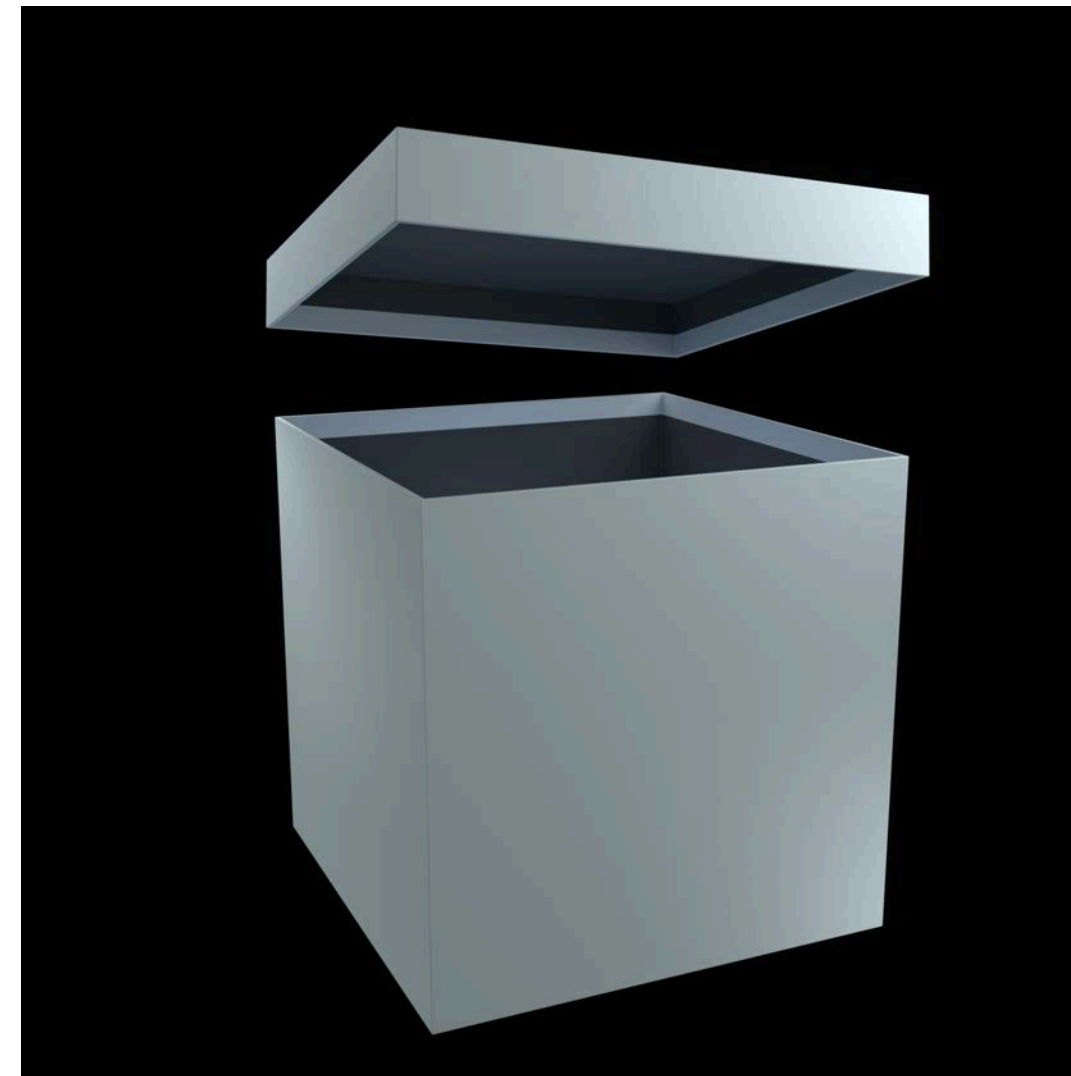


Graphic Toolkit

Photo Realistic Vector Elements

- Base color of box and ribbons can be customized.
- Products should appear to be bursting out of the box
- Can optionally include the box top
- Boxes should have a tone-on-tone appearance to have presence but not be distracting
- If your product silos don't lend themselves to this sort of featured placement, don't force it.

Gift Boxes



Graphic Toolkit

Glitter Product Backgrounds

The abundance of sparkling holiday glitter will bring the Burst of Joy concept to life throughout our holiday campaign. Using glitter as backdrops and accent treatments in our product features will help tie our hero product imagery into the holiday look and feel. At right are examples of ways to include glitter with our product imagery.

Glitter Background Examples



Glitter seamless studio



Glitter piles



Glitter backdrops

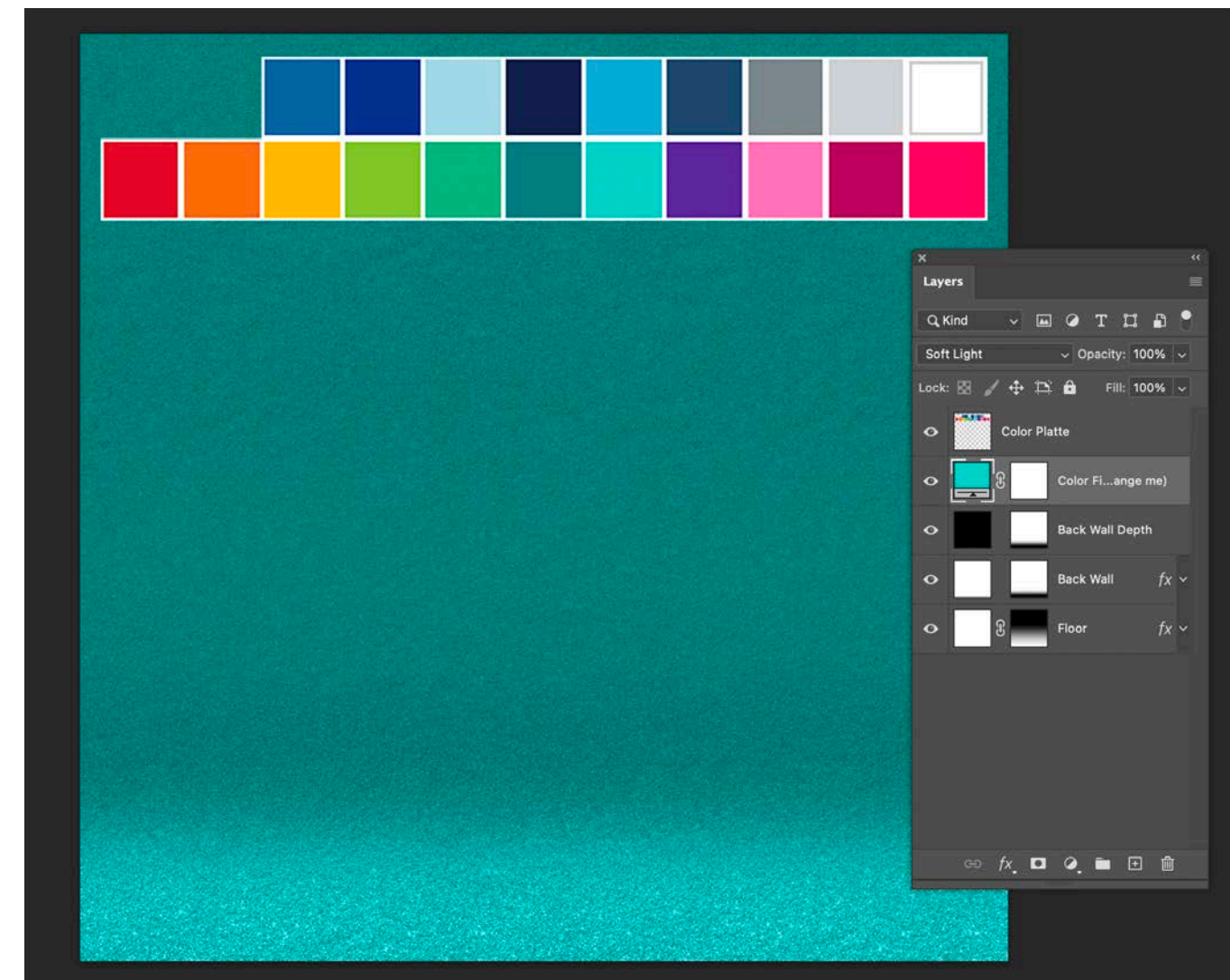
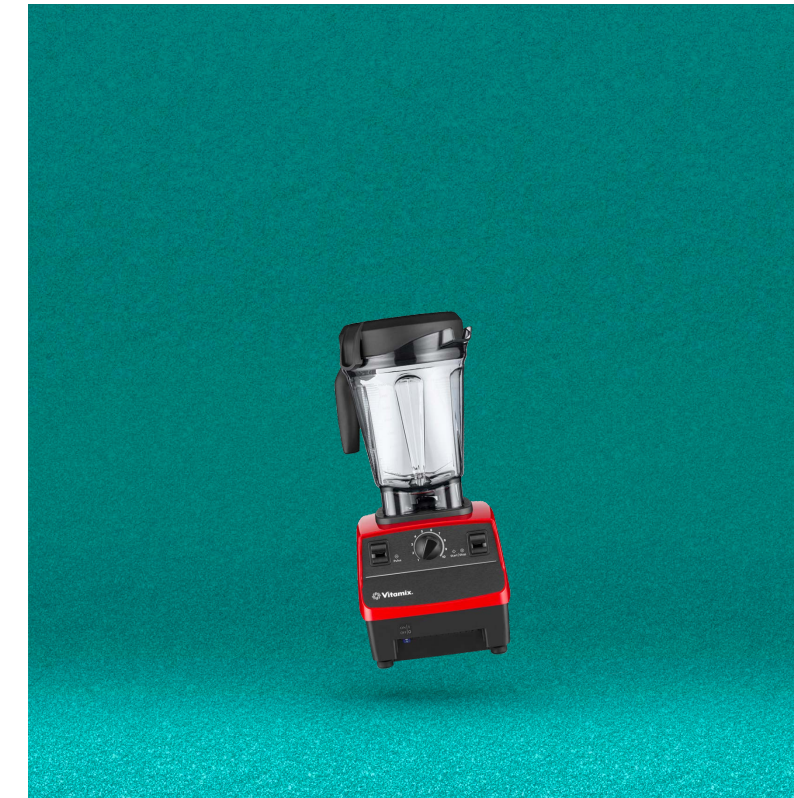
Graphic Toolkit

Studio Seamless Glitter Background

This background can be used to highlight a product and give a sense of depth.

The color can be changed to any color in the palette easily in the file provided, a few examples are shown at right.

Background Examples



TO USE:

The studio seamless glitter background is an adjustable Adobe Photoshop file.

The top layer has the holiday color palette for reference (which should be hidden before exporting).

The second layer is a flat background color that should be changed to fit your needs.

Graphic Toolkit

Glitter Piles

Glitter piling up really turns up the holiday joy dial. Piles can interact with products or signage and create a realistic environment.

Both foreground and background colors are customizable. Tone on tone will help avoid it feeling too distracting.

Examples



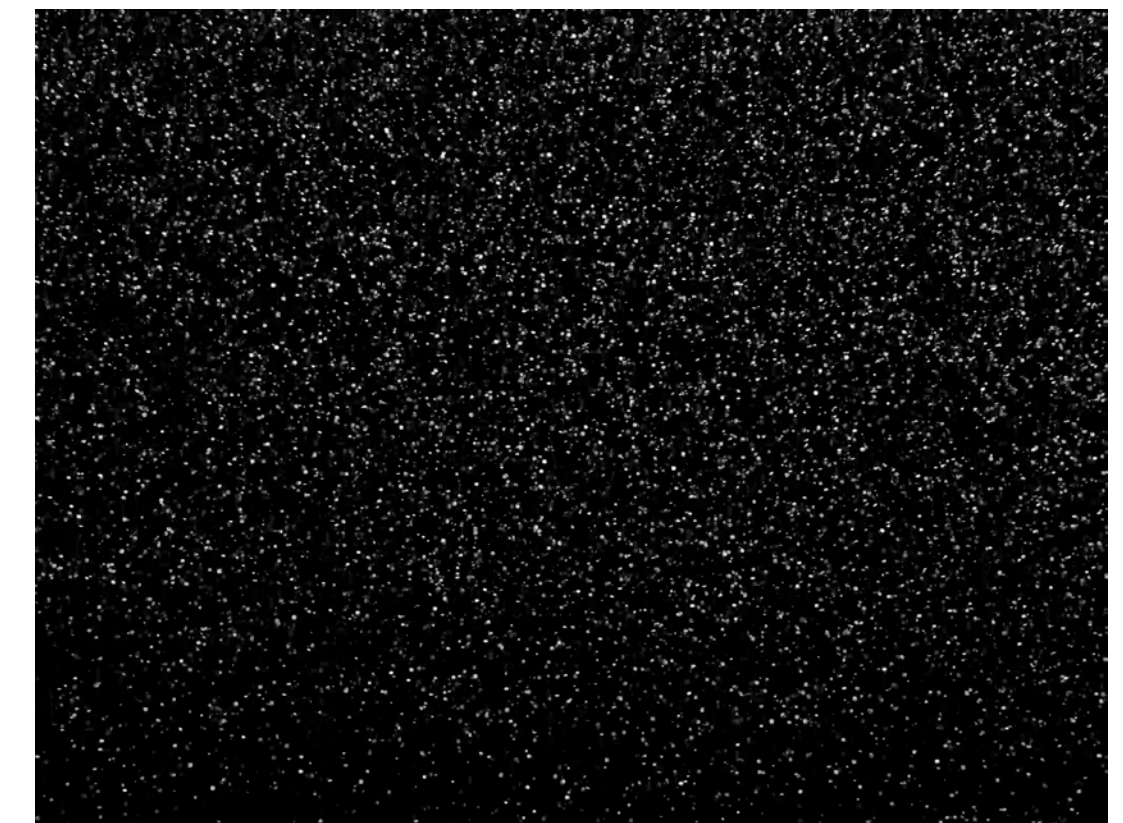
Glitter in Motion - Falling

The burst of holiday joy isn't found only in our still imagery. Motion can play a strong role in our digital and social holiday executions. Bursting, shimmering, and snowing effects can be created with our custom glitter and confetti applications. These can be used as foreground or background treatments to bring sparkle explosions to our holiday expressions.

At right are examples of how glitter can fall in different sizes and densities. These examples are in grayscale, with the ability to color as needed along with a transparent alpha channel to add a background of your choice.

Visit <https://app.frame.io/reviews/e10964f8-58bd-45a1-b8ce-d4524b6357c5> to see live examples of glitter in motion.

Falling Glitter Motion Examples



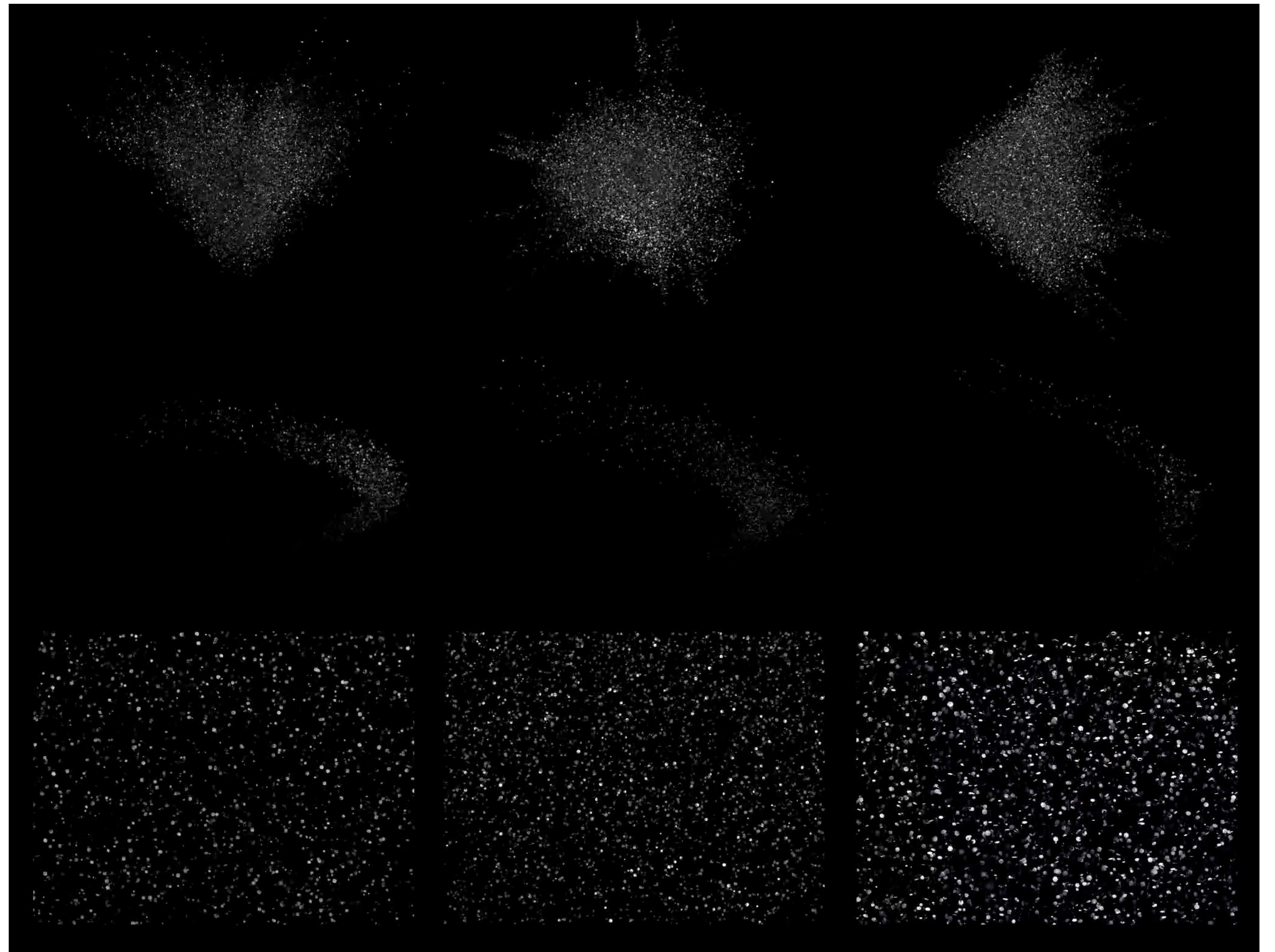
Design Toolkit

Glitter in Motion - Overview

At right are examples of how glitter can explode from a single area. These are high res, and should be adequate to use a still for static digital or print ads. 2 or more explosions can be combined and transformed for different exploding angles behind products.

There is an alpha transparency layer so the background can change, and color can be overlaid to change the glitter color to fit your needs.

Visit <https://app.frame.io/reviews/e10964f8-58bd-45a1-b8ce-d4524b6357c5> to see live examples of glitter in motion.



Design Toolkit

Glitter in Motion - Swirls

There are numerous ways in which glitter can interact with products and elements. Glitter swirling around a product really conveys the magic of the holiday season.

In the examples at right the background and glitter colors are both customizable. Use all of these techniques sparingly so the product remains the focus of the composition.

Visit <https://app.frame.io/reviews/e10964f8-58bd-45a1-b8ce-d4524b6357c5> to see live examples of glitter in motion.

Swirling Glitter Motion Examples



Design Toolkit

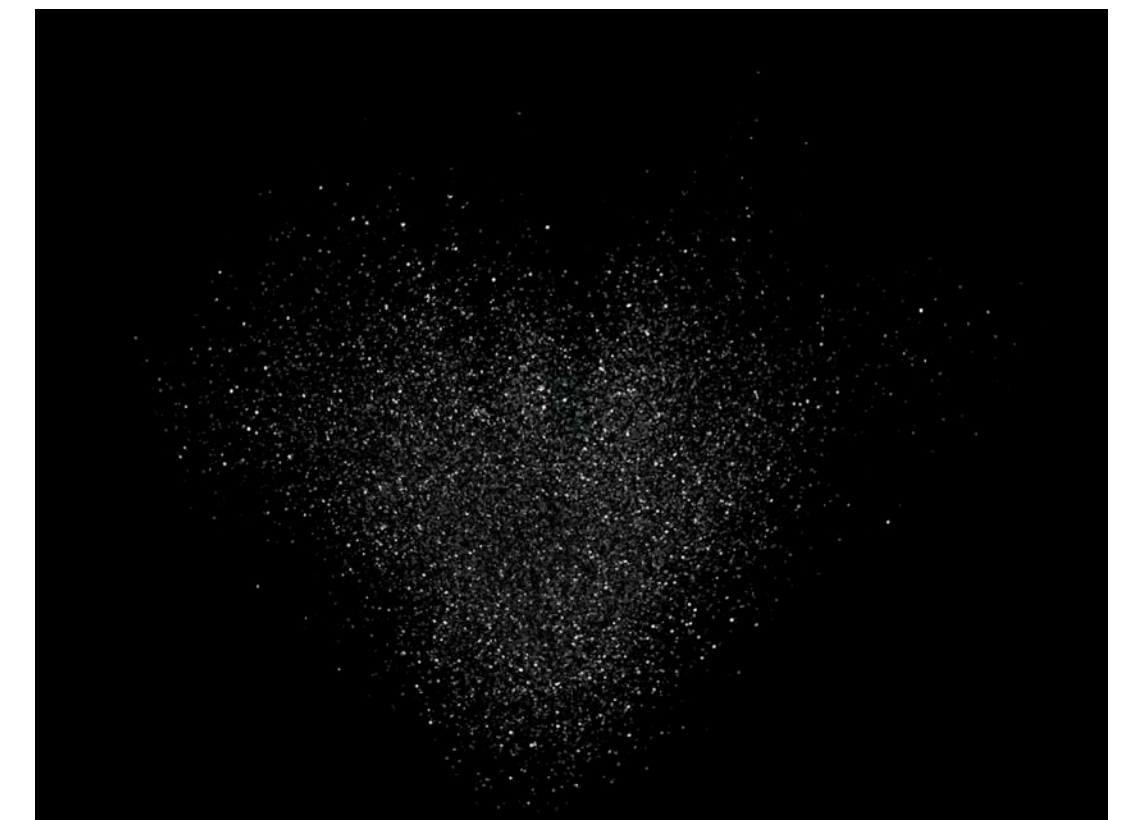
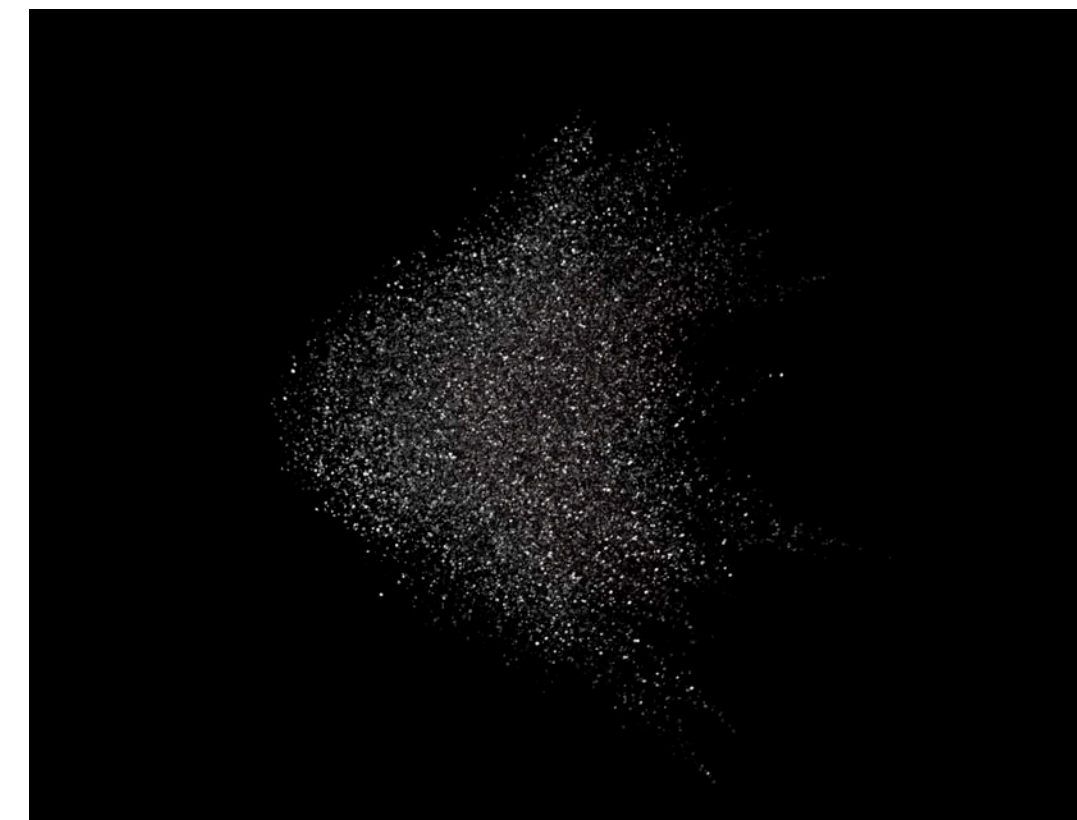
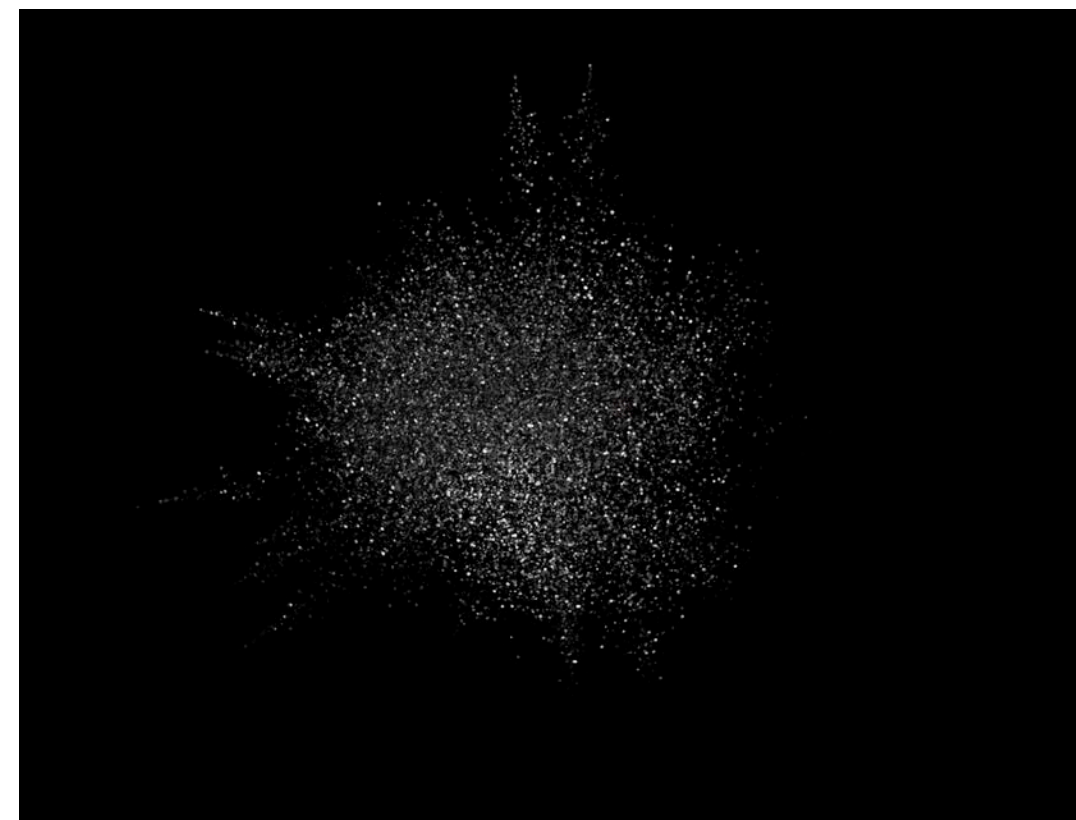
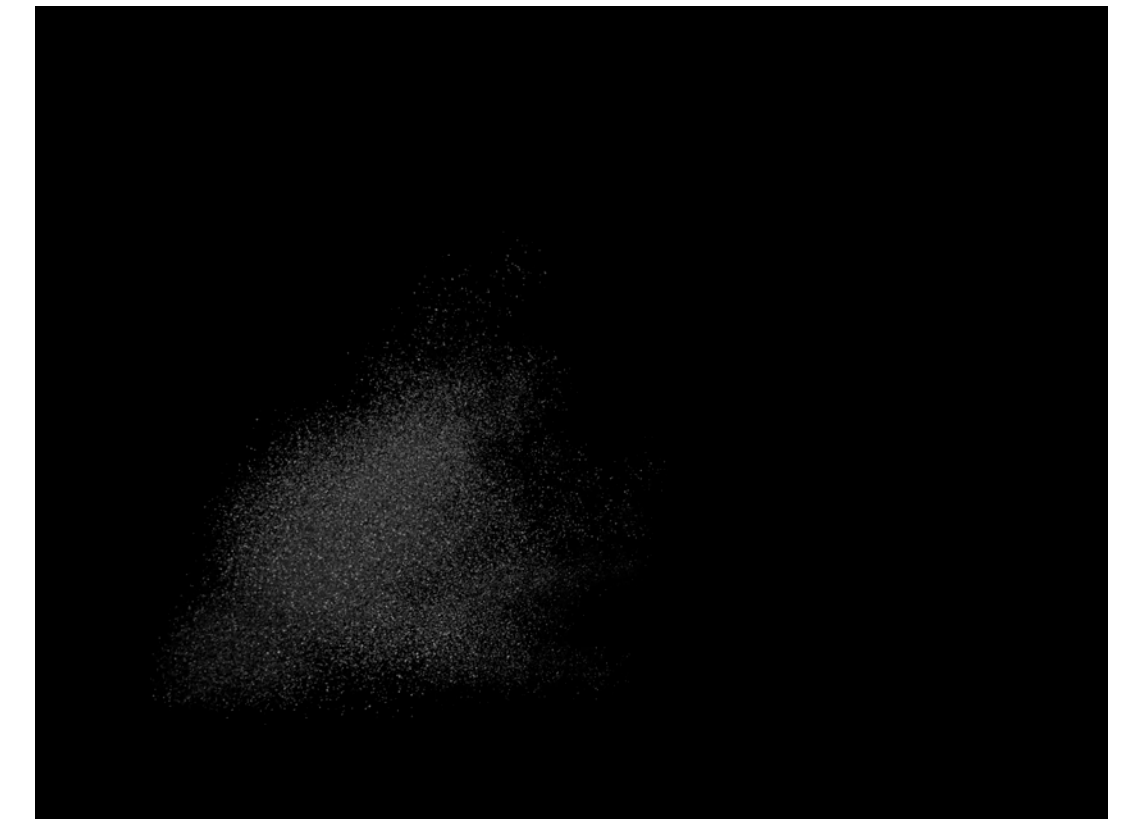
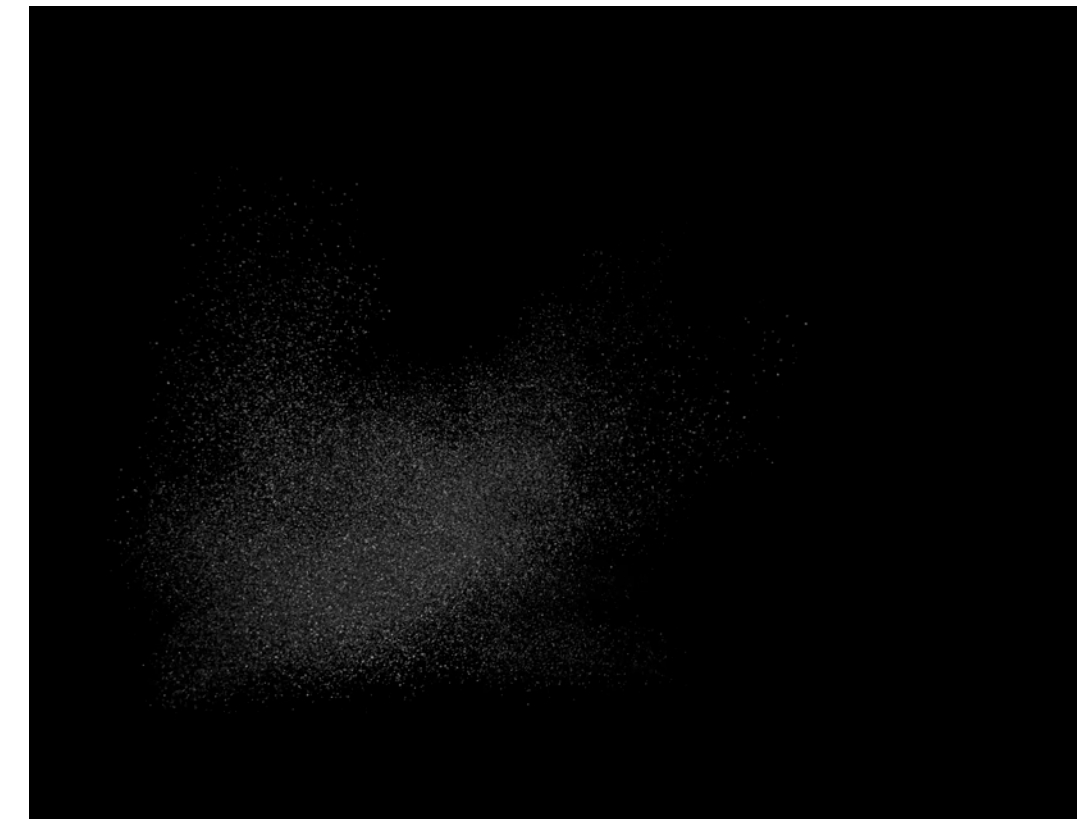
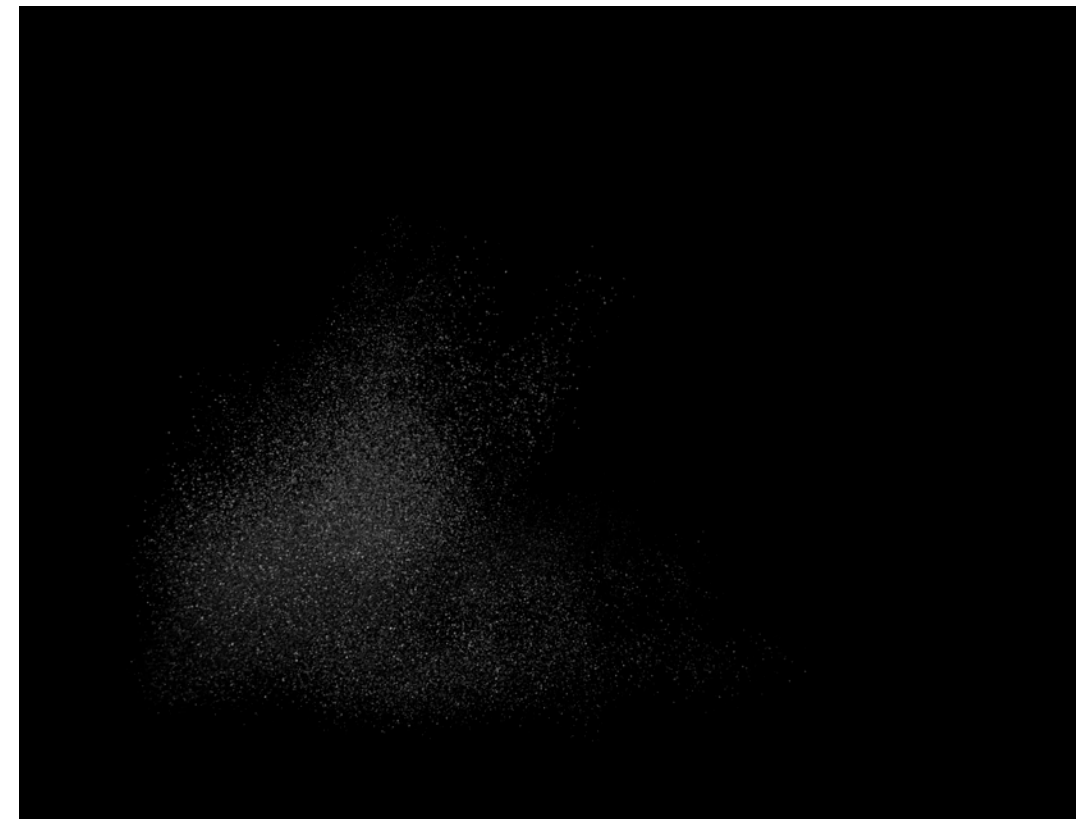
Glitter in Motion - Explosions

At right are examples of how glitter can explode from a single area. These are high res, and should be adequate to use a still for static digital or print ads. 2 or more explosions can be combined and transformed for different exploding angles behind products.

There is an alpha transparency layer so the background can change, and color can be overlaid to change the glitter color to fit your needs.

Visit <https://app.frame.io/reviews/e10964f8-58bd-45a1-b8ce-d4524b6357c5> to see live examples of glitter in motion.

Exploding Glitter Motion Examples



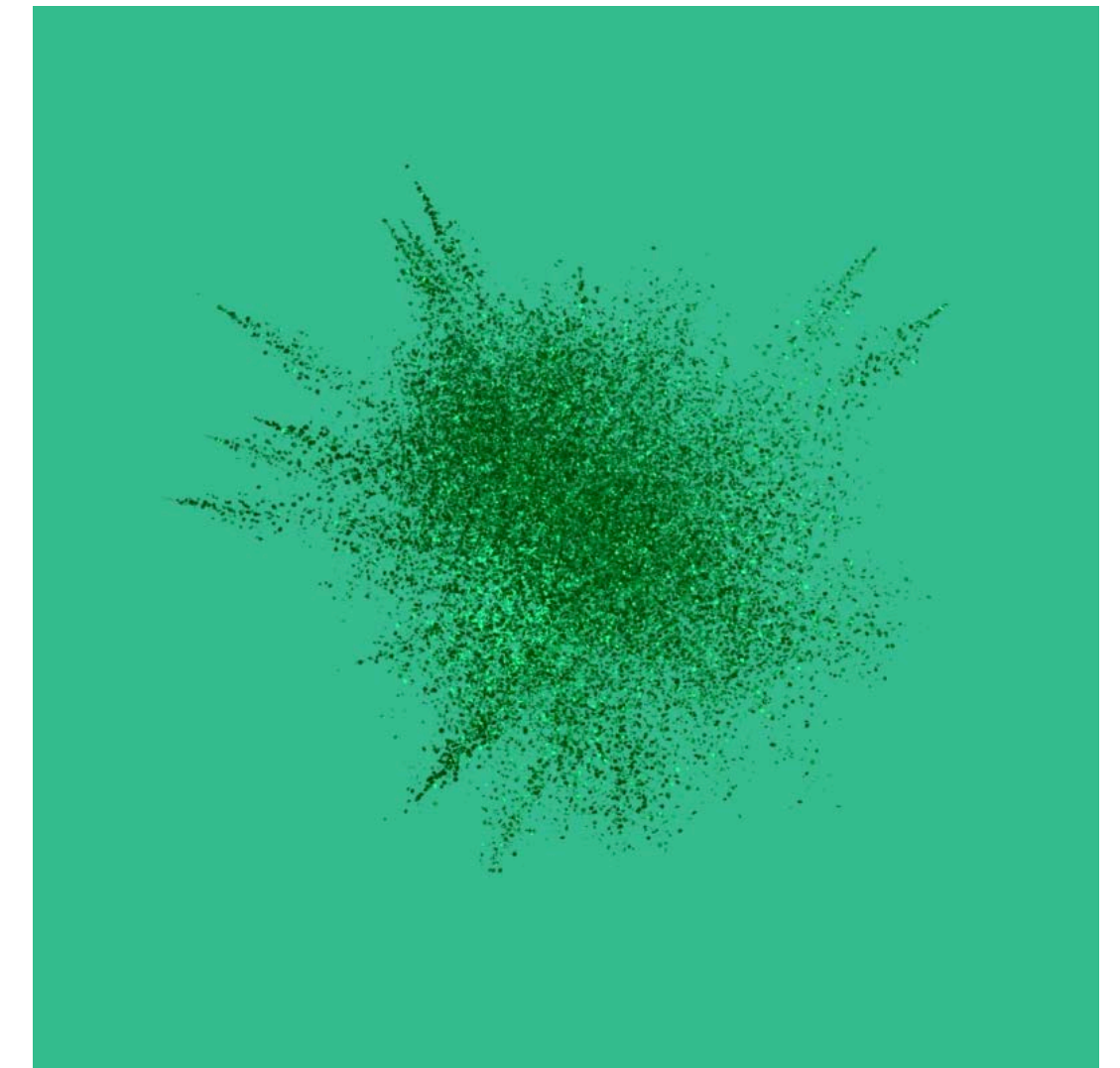
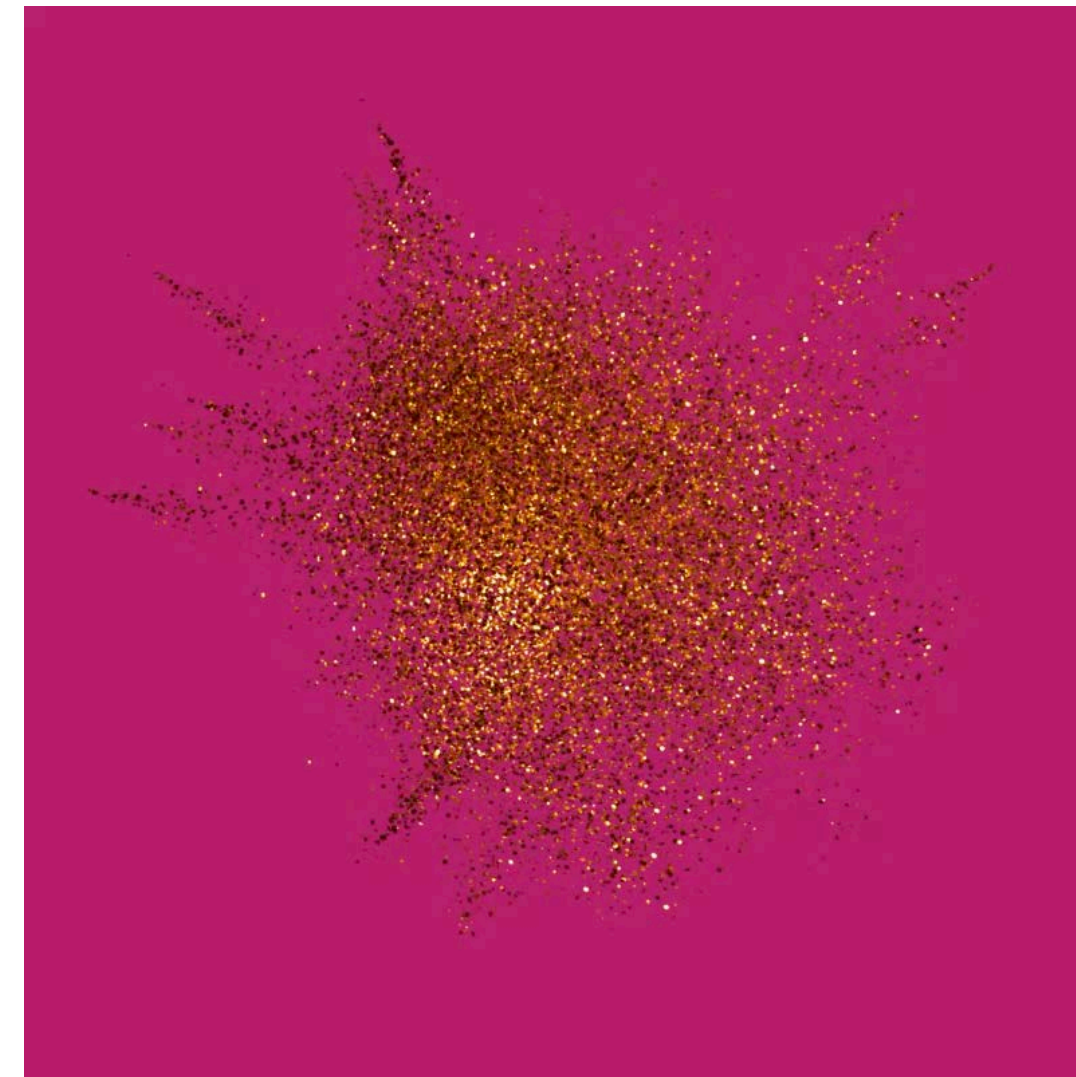
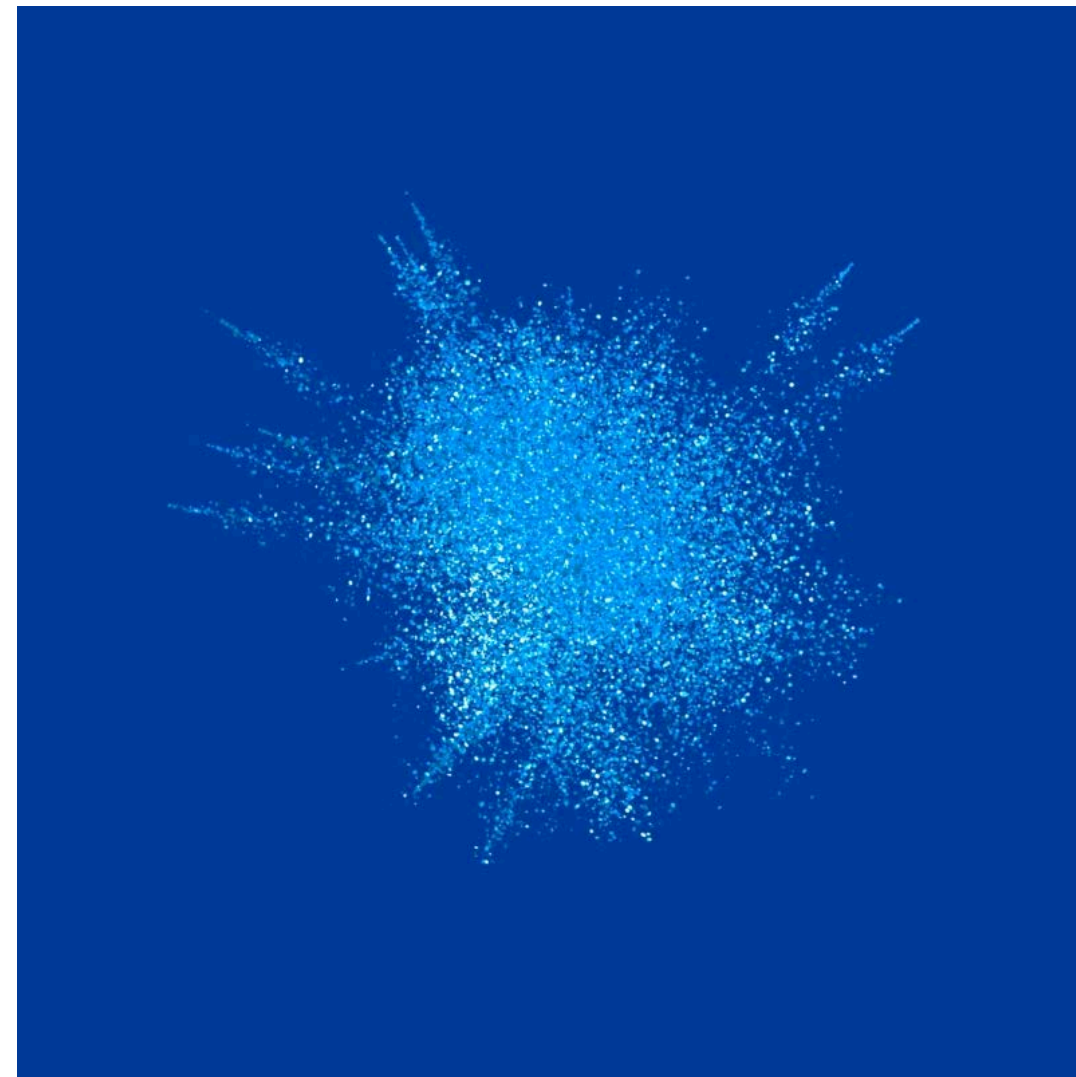
Design Toolkit

Glitter in Motion - Color Examples

At right are examples of how both the background and glitter colors can be adjusted to your needs.

Visit <https://app.frame.io/reviews/e10964f8-58bd-45a1-b8ce-d4524b6357c5> to see live examples of glitter in motion.

Exploding Glitter Motion Color Examples



Design Toolkit

Glitter in Motion - Splat

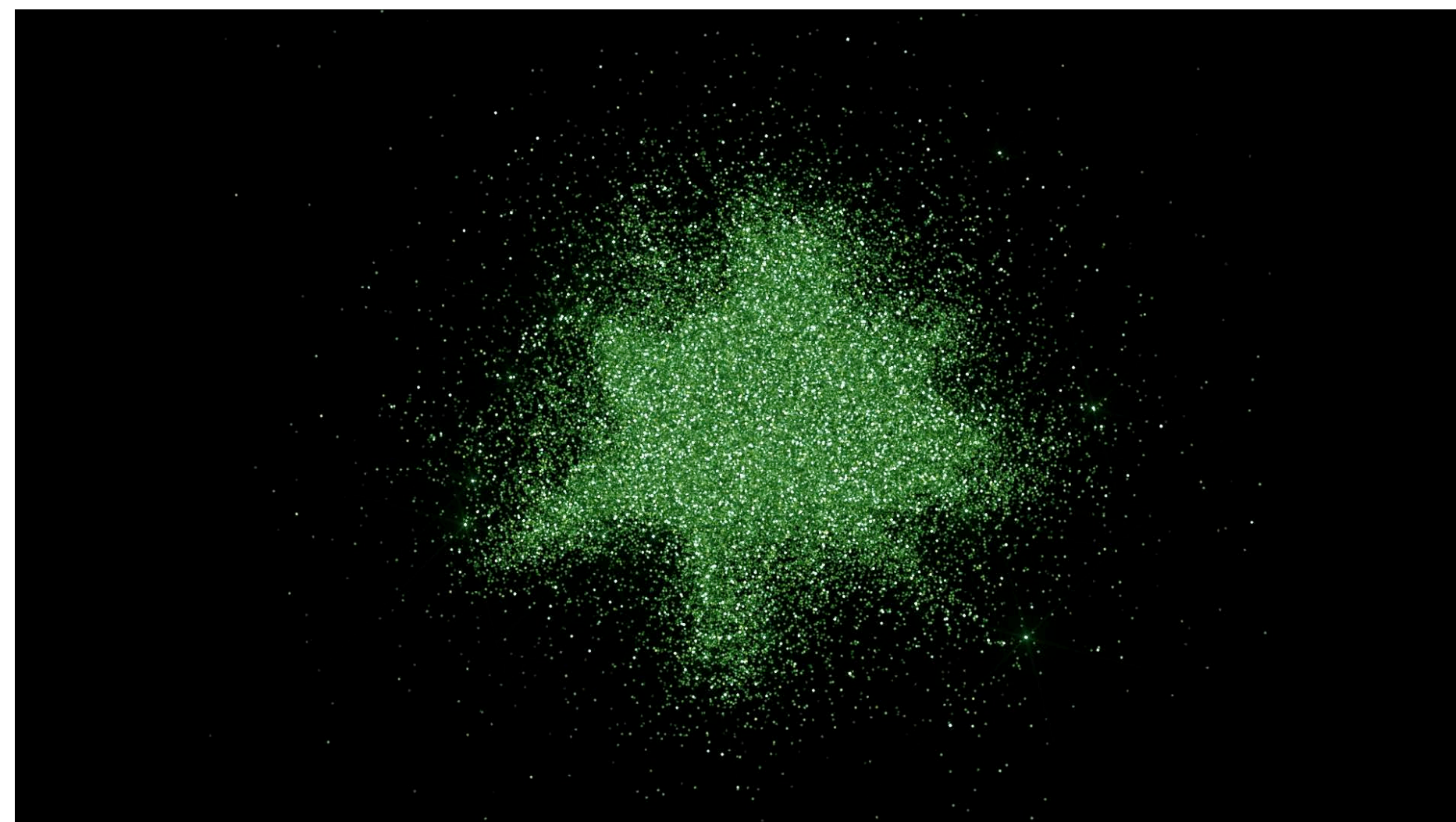
Assets have also been created to achieve the effect of glitter scattering as it's dropped on a surface from overhead.

Background and glitter colors are customizable to fit your needs.

Visit <https://app.frame.io/reviews/e10964f8-58bd-45a1-b8ce-d4524b6357c5> to see live examples of glitter in motion.

sam's club 

Exploding Glitter Motion Color Examples



CLICK EACH TO PLAY

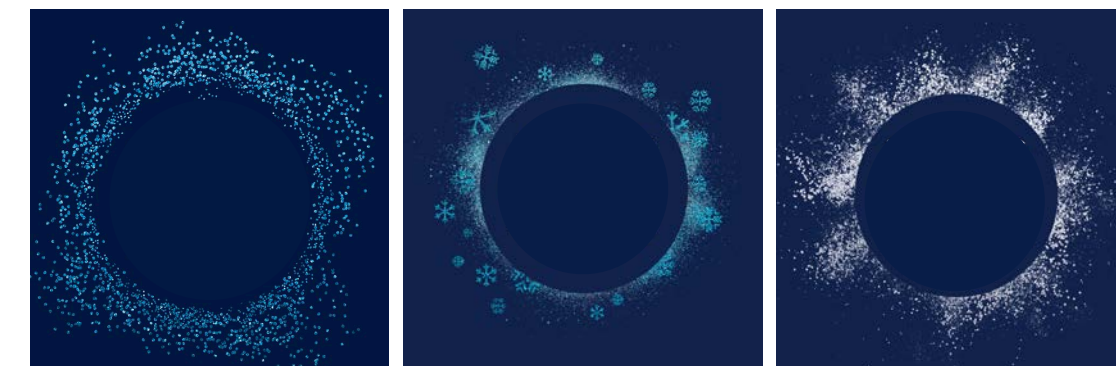
Badges

Badge Treatments

Pricing and callout areas will be created in our holiday campaign expressions, using our glitter motif where possible. The following “badge” treatments should be used for holiday campaign expressions:

- Circular “badge” void areas can be created from our glitter or confetti backdrops.
- Simple flat-colored circular badges may be layered with the products to stand out against provided backgrounds.
- The Sam’s Club icons may be used as bracket elements around pricing callouts.
- Badge shapes that are created with a circle as the base element may be used as design elements for pricing callouts, and can use primary brand palette, holiday palette or glitter treatment.

“Badge” Treatment Examples



Glitter void “badge” areas inspiration



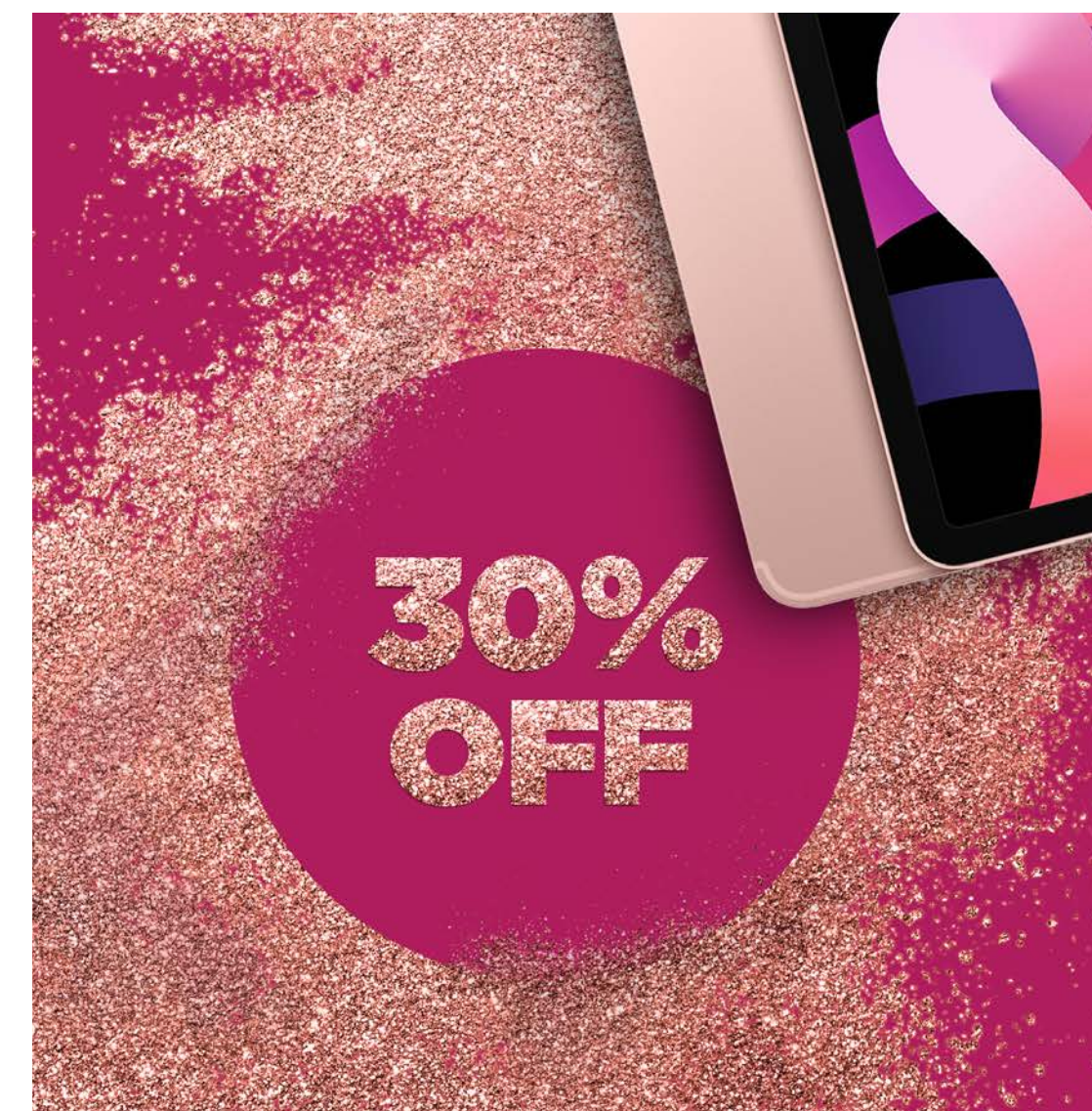
Flat color circle badges



Circular badges with glitter border and placed on a burst



Confetti formed circle outline



Reversed metallic glitter Sam’s icon callouts (not to be used on website)



Circular badge examples

2021 Holiday Style Guide

Typography Usage

sam's club 

Typography Use

Font Treatment

Our brand font, Gibson, is used as the primary type. We've added Gibson Light, Light Italic and Bold weights for holiday.

Gibson Heavy should be utilized in our headlines to emphasize words that bring the over-the-top holiday nature to the headline. These accent words can be highlighted with color, or even glitter, to bring further emphasis to them.



Primary Headline &/or Pre-header Font Options

Gibson Light	Holiday
Gibson Regular	Holiday
Gibson SemiBold	Holiday
Gibson Bold	Holiday

Body Copy in Web & Print

Gibson Regular	Holiday
----------------	---------

Accent Word

When using a glitter effect for a word part of one line, the word should not be in all caps.



Textured Glitter Effect



Glitter Background Effect



Type in Glitter Effect

Typography Use

Headline Treatment

The examples at right show how the Gibson font should be used in headline and subhead to embody the over-the-top nature of this holiday season at Sam's Club. The following ratios should be followed in the sizing and leading of headline and subhead treatments.

Headlines should appear sentence case with punctuation. Accents can be applied to single words in a headline. Choose a word that exemplifies taking holiday celebrations to the next level ("Jingle **all** the way.") or that relate directly to the holiday being promoted ("The **nice** list."). Accent words can be treated with a second color or glitter, to bring more emphasis to it. Subheads should remain in one-color sentence case.



Headline & Subhead Type Treatments

Gibson Semi Pro at 80 pt

The **nice** list.

Gibson Semi Pro at 80 pt
with 80 pt leading

North Pole
approved.

SECONDARY TREATMENT

Gibson Semi Pro at 85 pt
with 80pt leading

Jingle **all**
the way.

Gibson Semi Pro 18 pt
with 15 pt tracking

Shop our biggest event of the year.

Typography Use

Item Price Treatment

These specs should be used in all holiday catalogs where displaying item information.



Item Price Type Treatment



online / in-club only (holiday event base)
free shipping (holiday event base)

Typography Use

Callout Treatment

The rating icon treatment options at right are available for use. The selected treatment will be used during the holiday campaign time period.

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

Optional Rating Icons

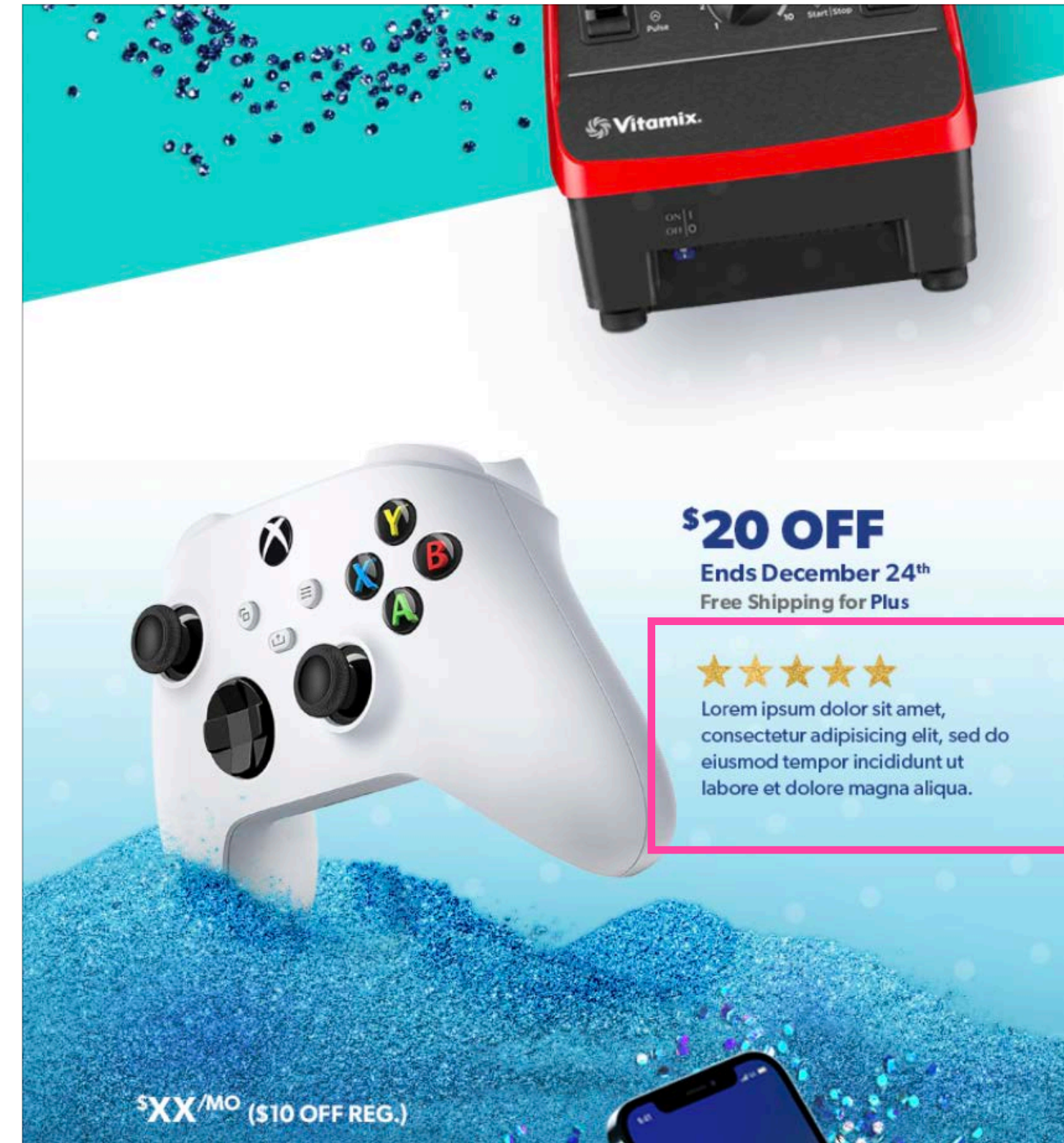
Confetti stars with glitter



Glitter stars



Use Examples



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

- User123



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

- User123



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

- User123

2021 Holiday Style Guide

Design Examples

sam's club 

Design Examples

Silos and Callouts

Adding glitter and confetti elements around products is how the “burst of joy” motif comes to life. It can burst from behind/within, swirl around, drop on a surface, or even form piles. These treatments should be reserved for hero products and important callouts, and sprinkled lightly throughout the rest of a composition to tie it together.

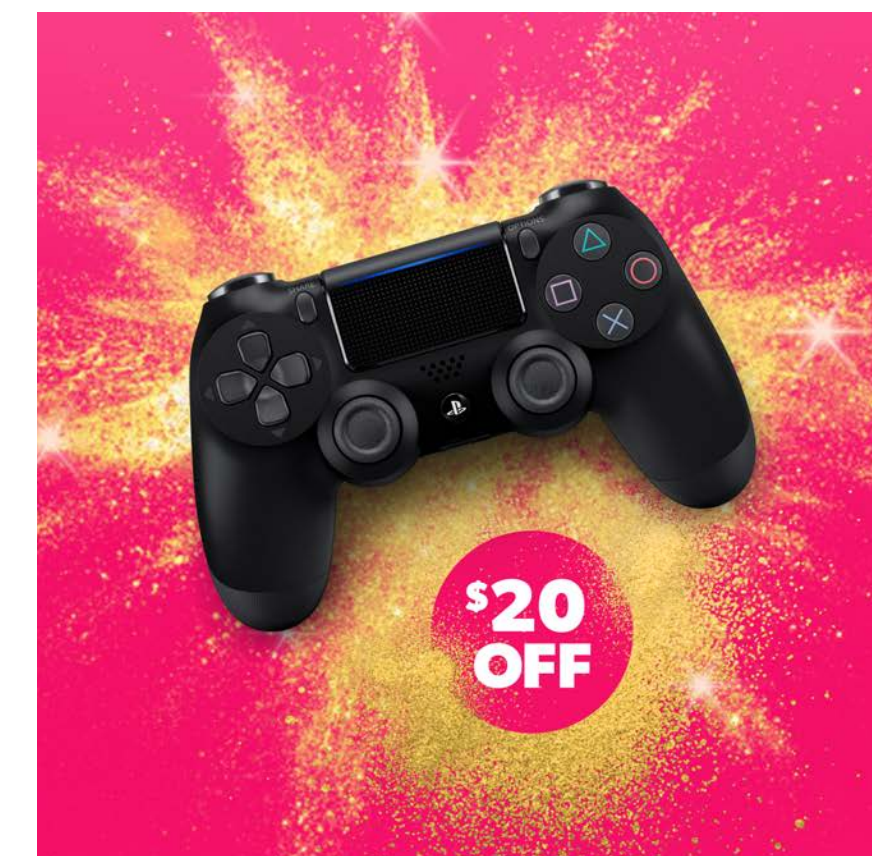
Products should be presented with a slight rotation to add a bursting movement and excitement to layouts.

Boxes may be used as backdrops to products. In some cases, the box should feel too small to hold the item that is bursting from it, to add to the bursting effect. Boxes may extend past the crop, to adjust visible box height.

Circular voids in glitter or confetti create an integrated focal point for prices and product callouts. Be sure to add hints of glitter/confetti around the edge to make it feel realistic!

Circular, single-color badges may be used to for product pricing callouts, to increase contrast with the background or add a festive pop of color.

Pricing type can be accented with color or glitter, for further emphasis, provided there is appropriate size and contrast to pass accessibility requirements.

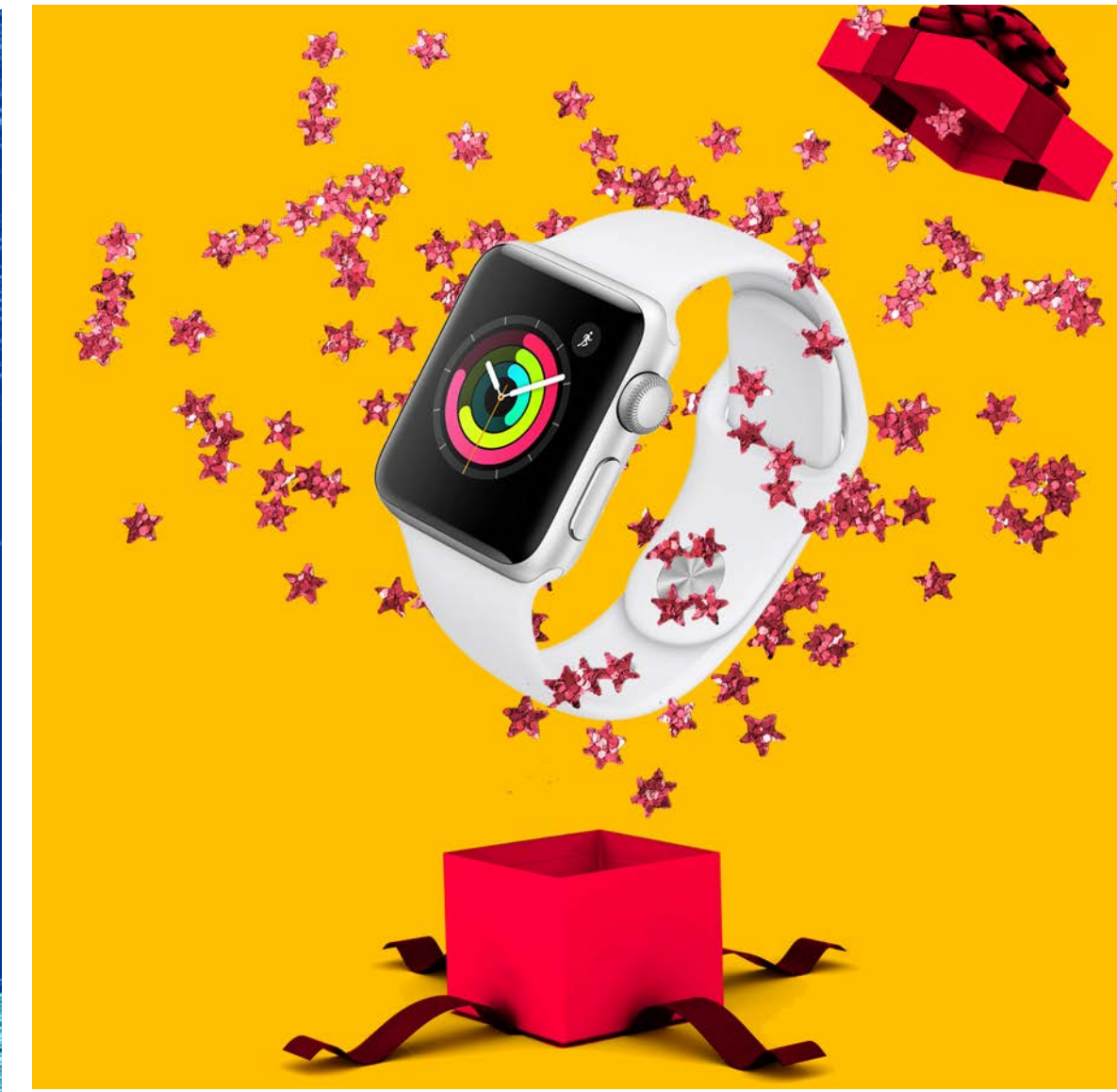
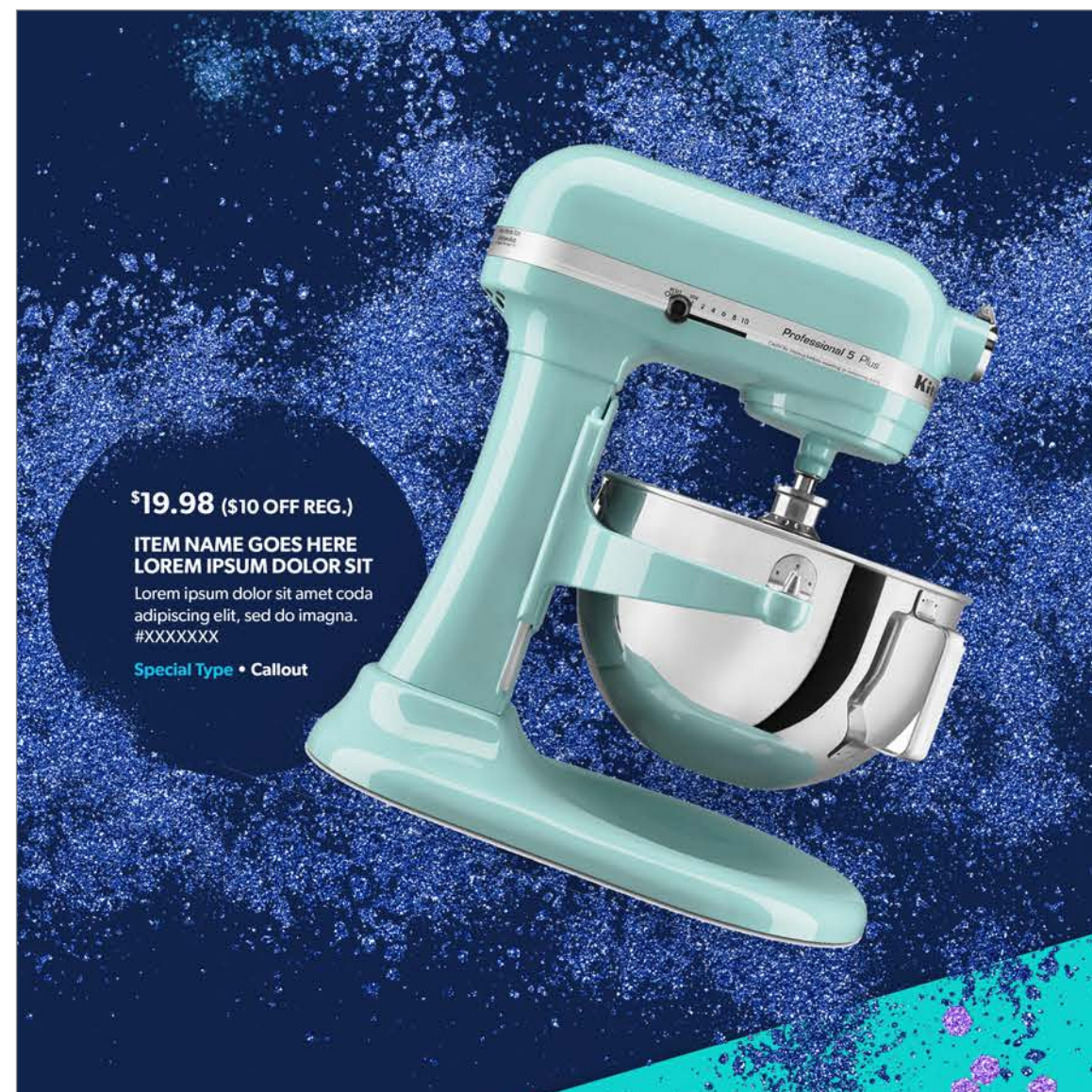
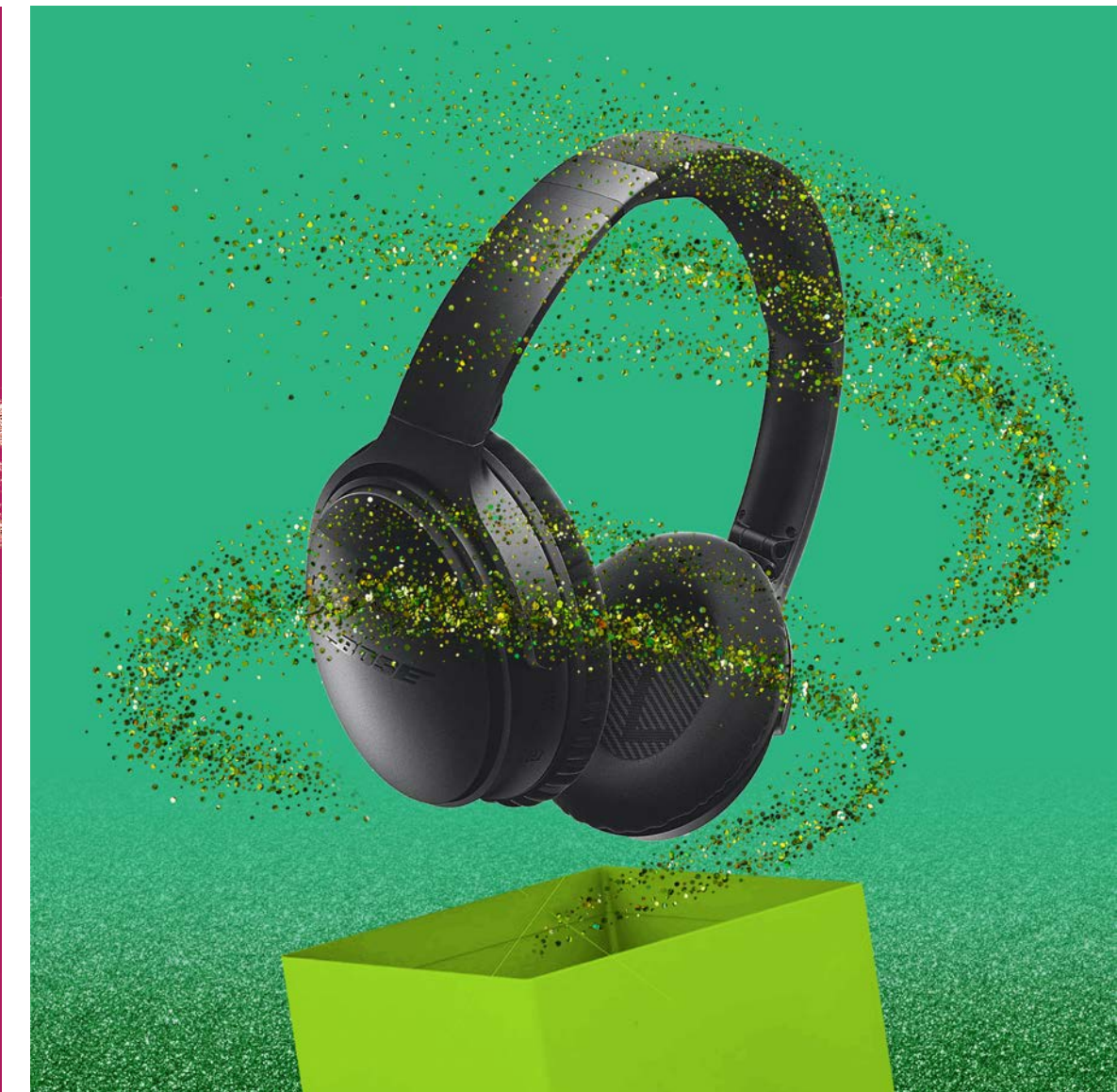


Design Examples

Glitter & Confetti Treatments

The examples at right show how glitter and confetti may be used to tie together products and callouts in a layout.

Glitter & Confetti Usage Examples

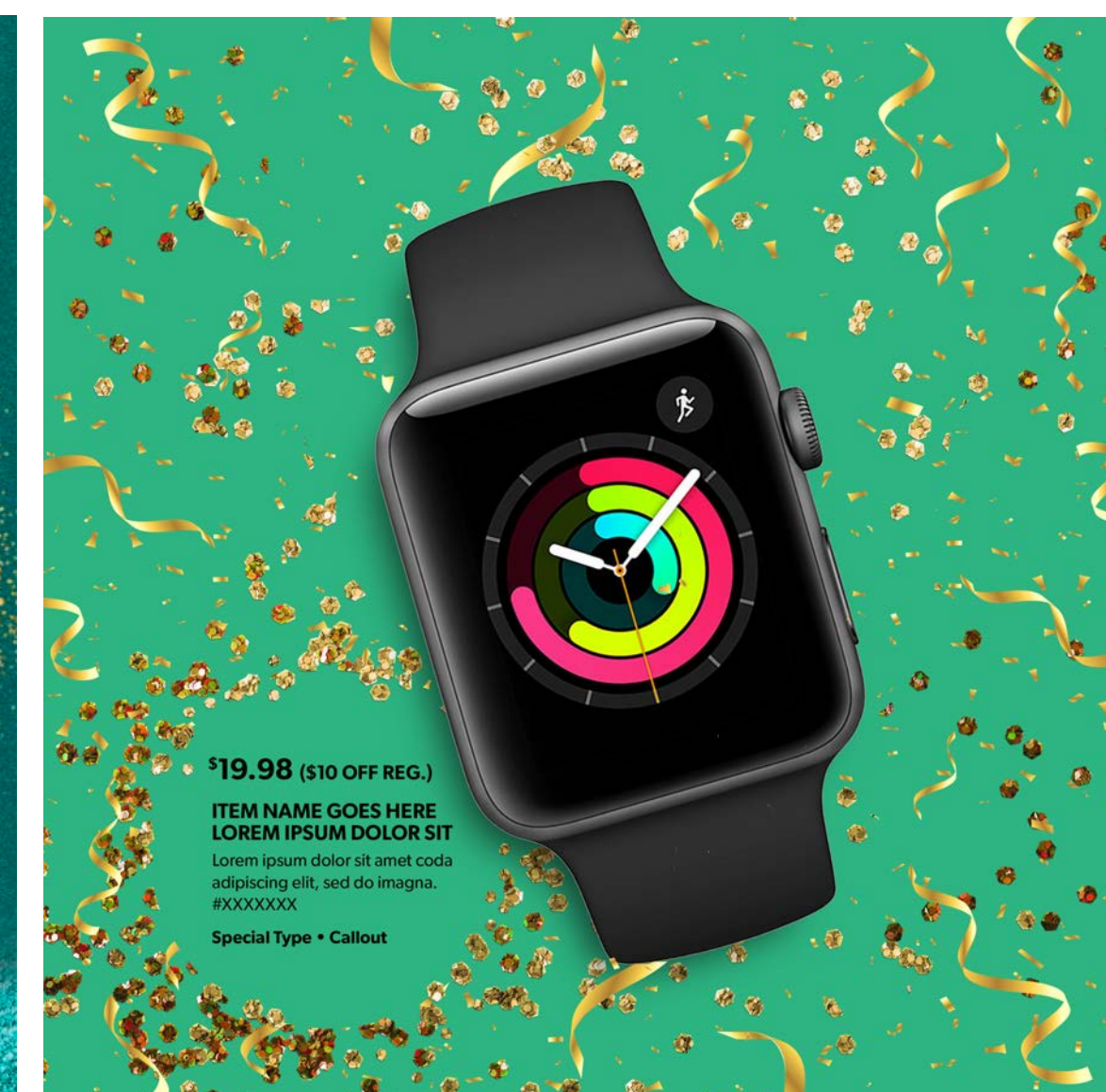


Design Examples

Glitter & Confetti Treatments

The examples at right show how glitter and confetti may be used to tie together products and callouts in a layout.

Glitter & Confetti Usage Examples



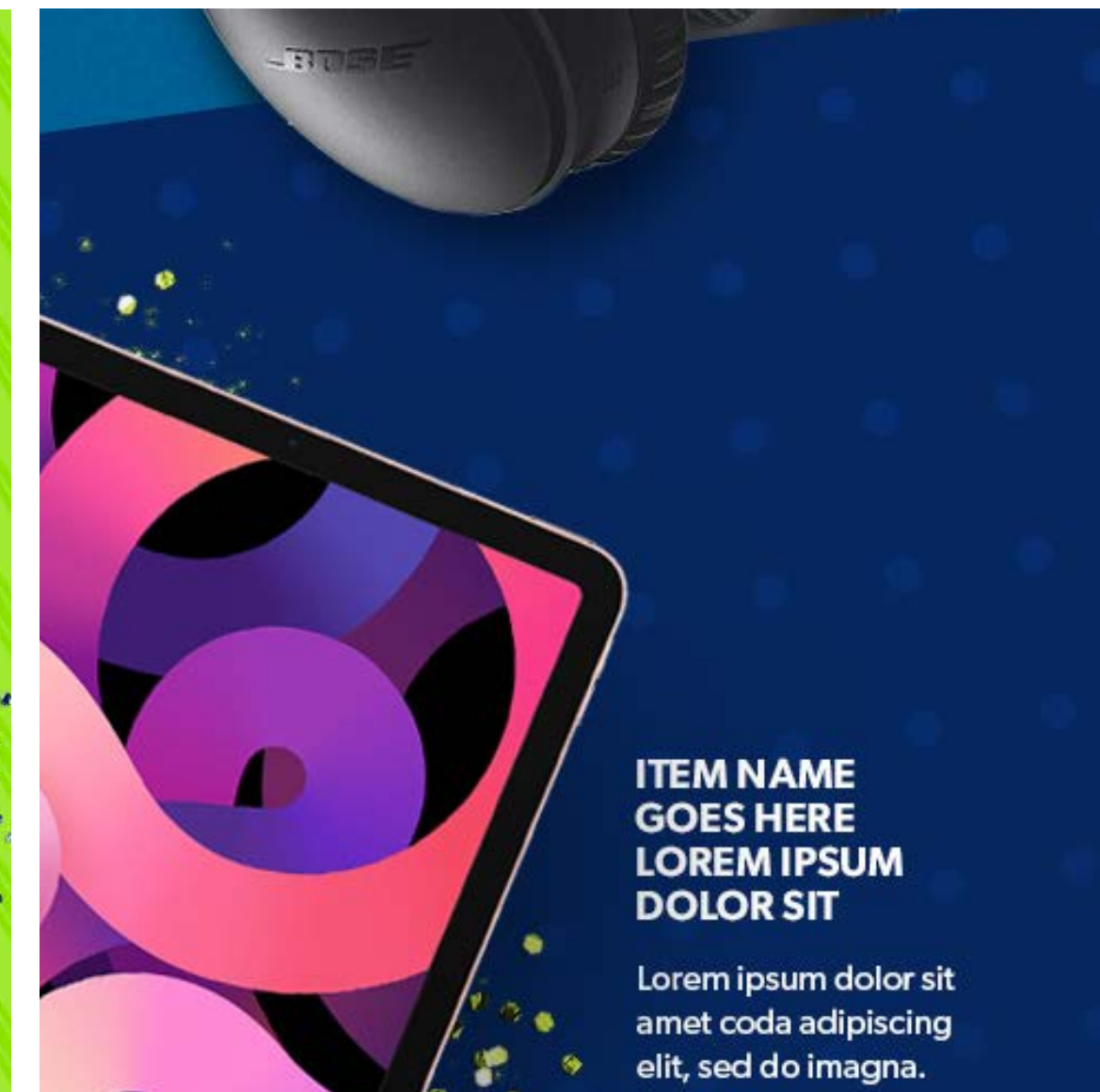
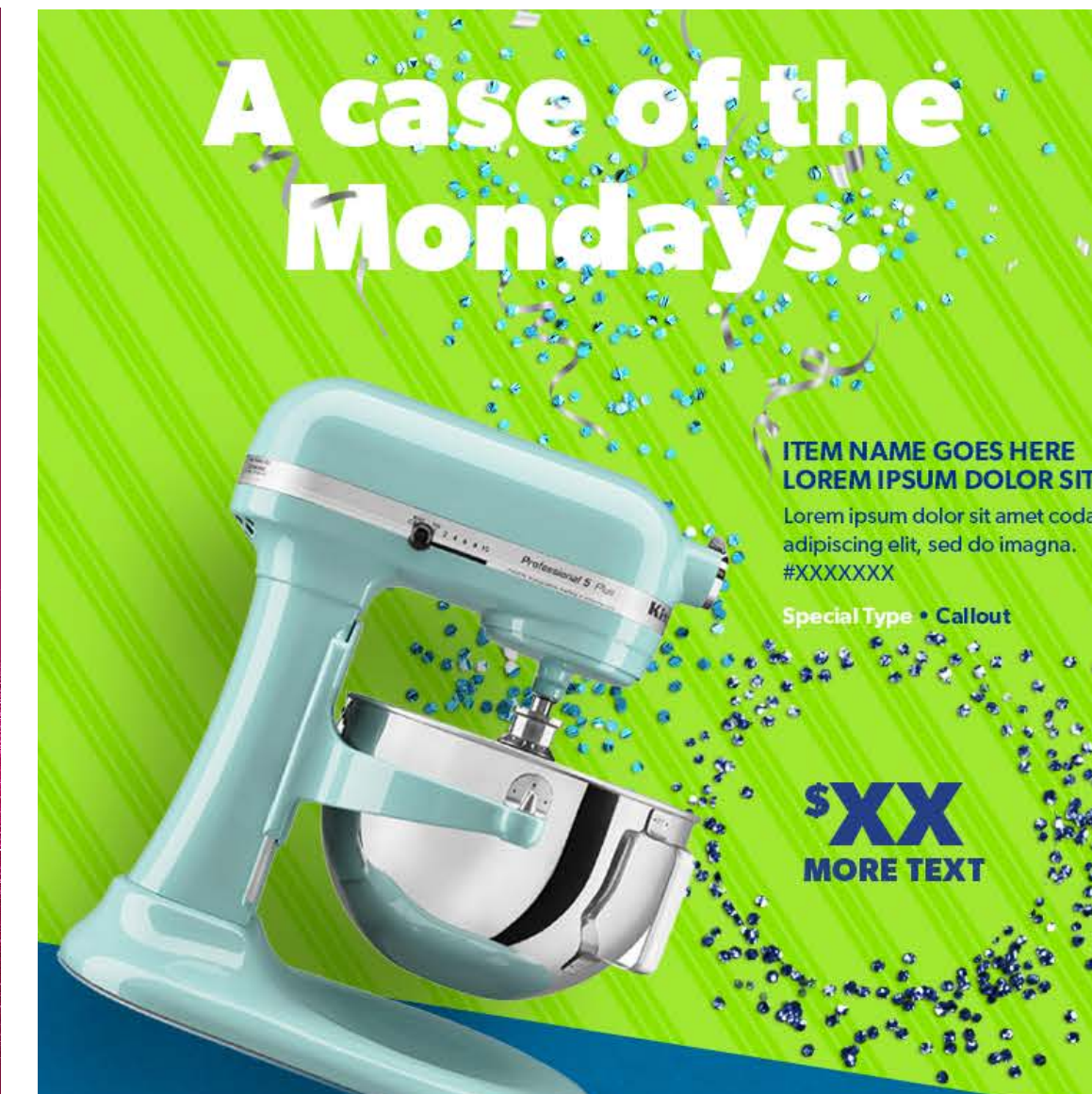
Design Examples

Patterns

Patterns are another element in the toolkit that can help add a holiday mood to something that would otherwise feel flat. Patterns are a good way of breaking up multiple sections of content.

Generally, a tone-on-tone approach will ensure the pattern doesn't become distracting. Patterns can be either lighter or darker than the background, depending on your needs. Fading out or removing some of the pattern can add interest and elegance and help keep the composition from feeling too busy.

Pattern Usage Examples

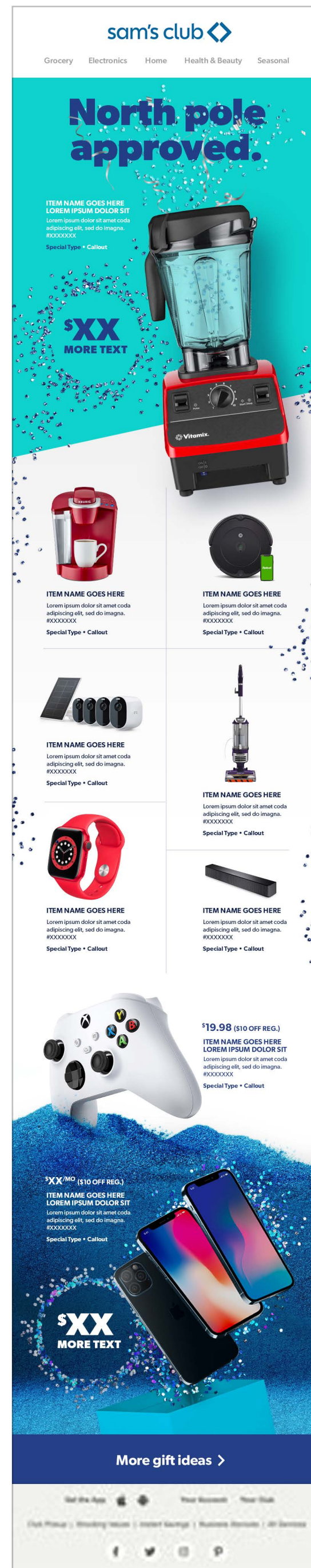


Design Examples

Holiday Digital Design

The examples at right showcase the Burst of Joy theme coming to life in digital applications. Colorful backgrounds with different types of playful glitter and confetti formations create fun, energetic displays of over-the-top celebration of the holiday season. These design elements can be intermixed with patterns and color palette backdrops cut at dynamic angles to provide a freshness to our holiday designs. Products should be featured at playful, bursting angles to further promote the Burst of Joy theme in our layouts.

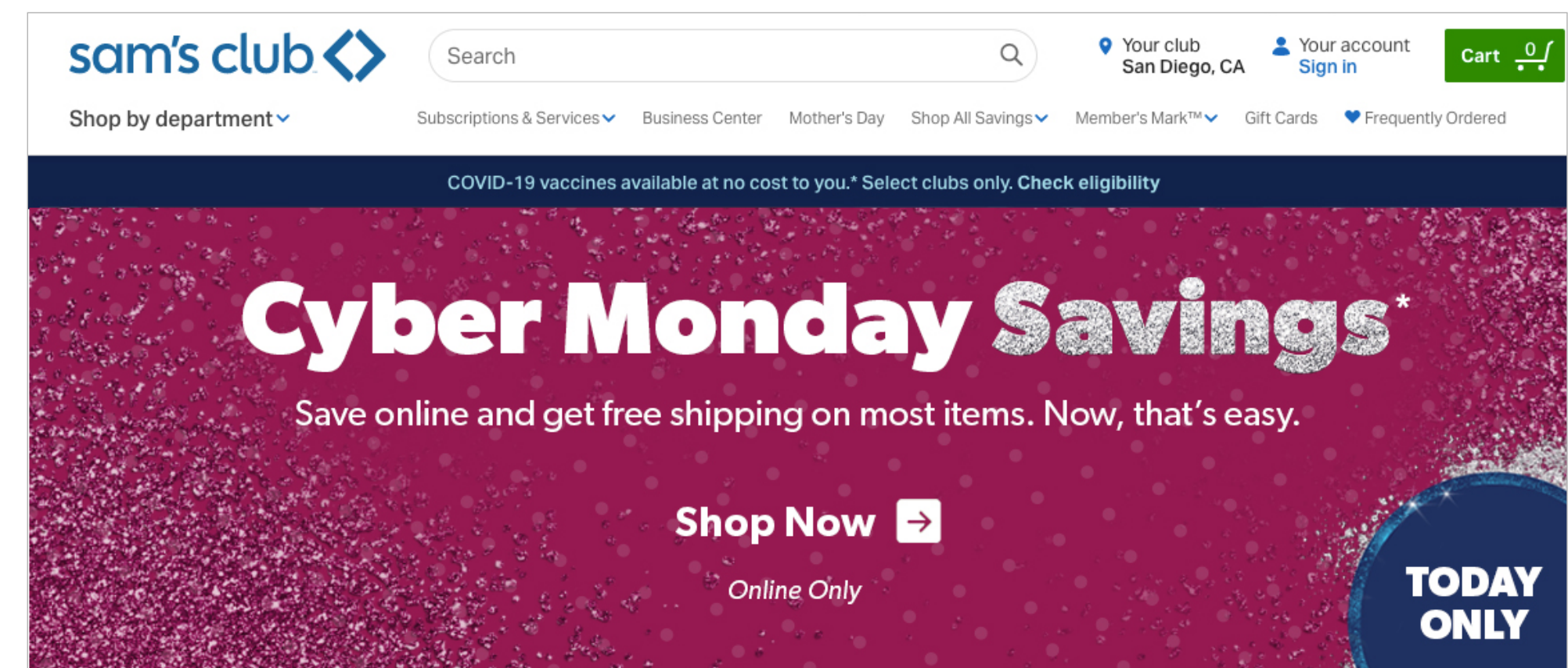
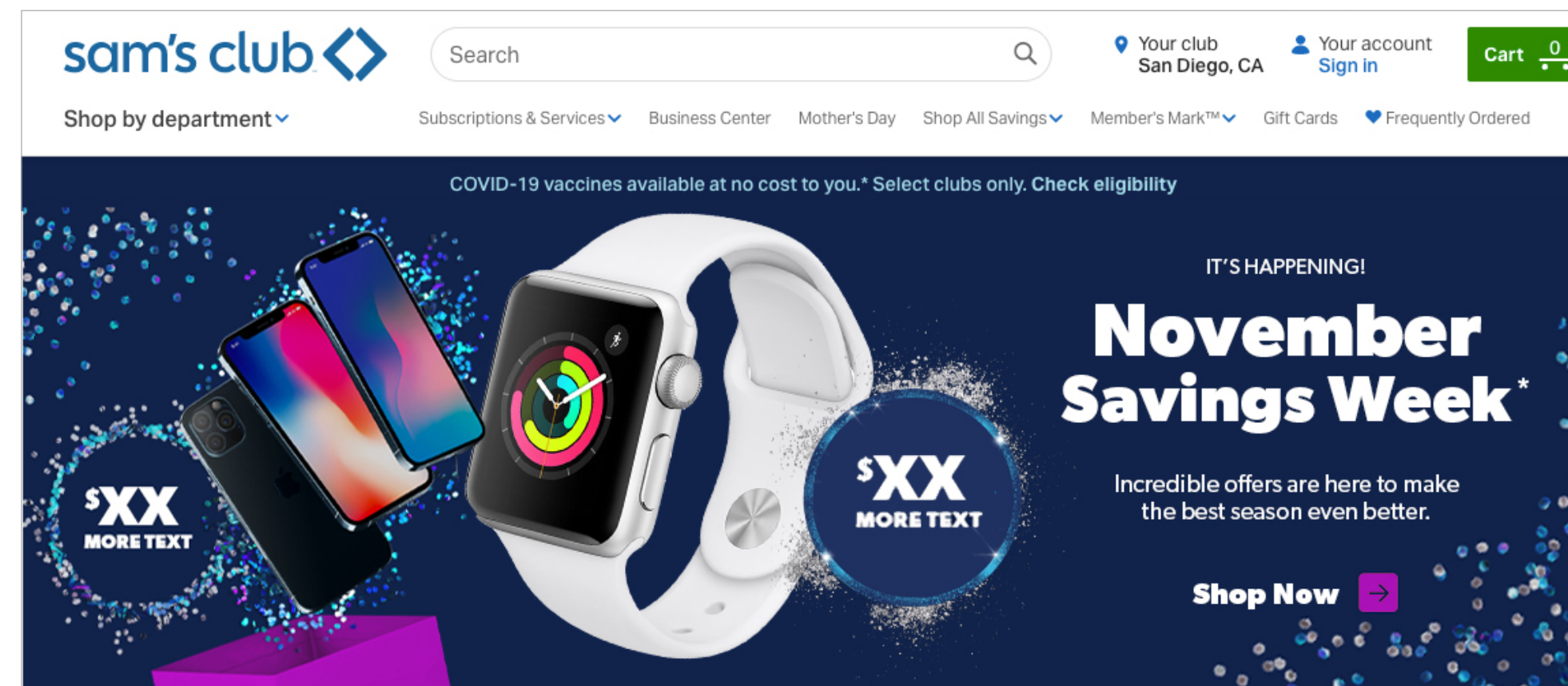
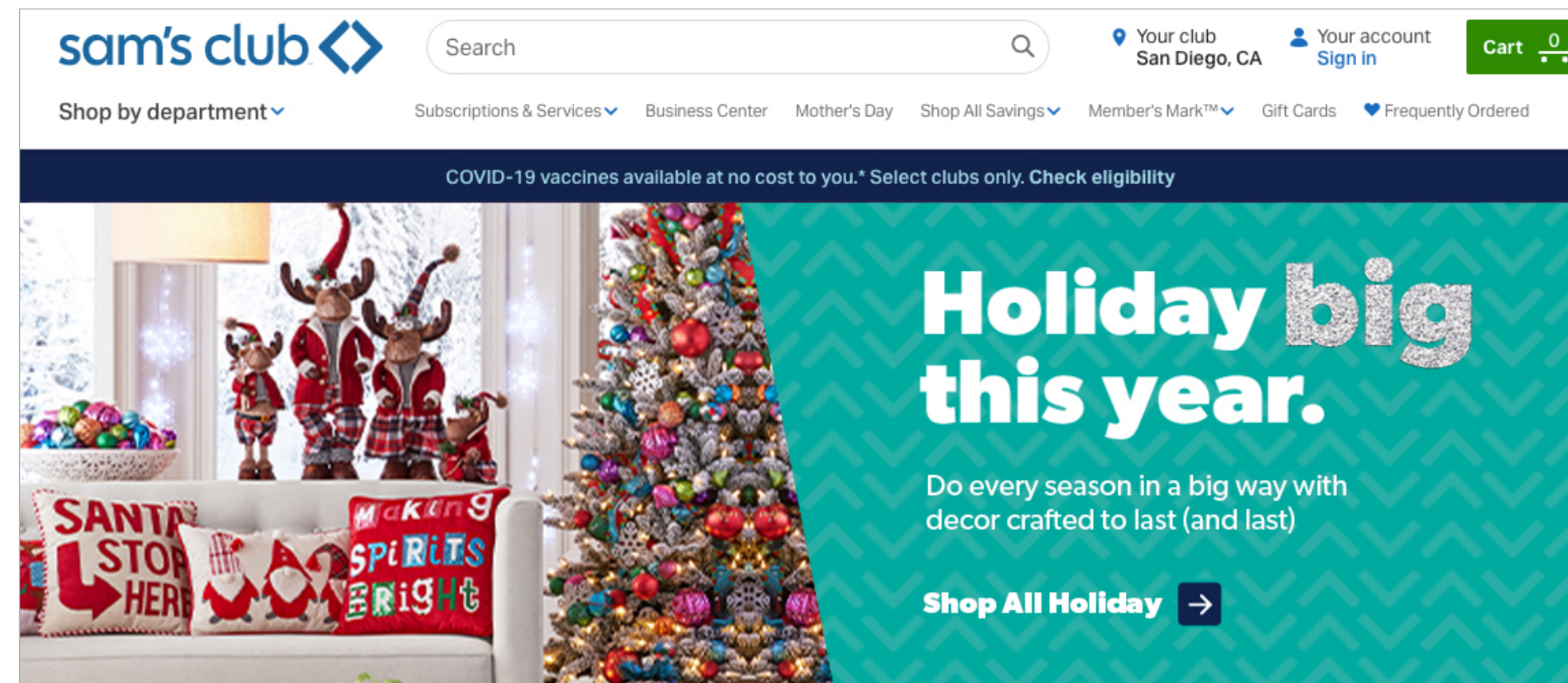
The hero item should generally be the most bold and colorful, allowing it to stand out most. Other sections can be more tonal or neutral depending on the number of sections and items.



Design Examples

Website Hero Banners

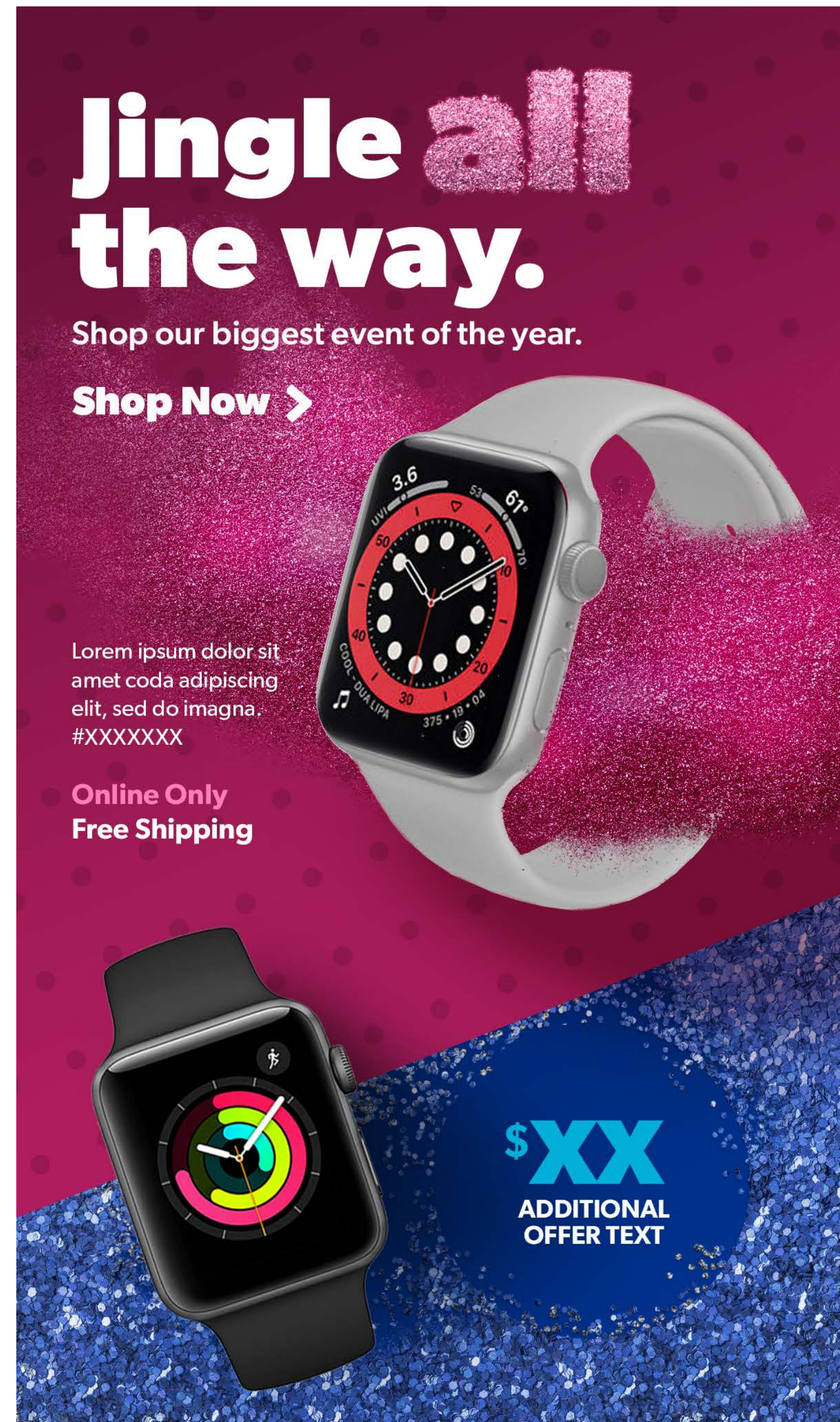
Website hero banners should feature fun bursts of glitter or confetti to draw attention to our hero products. These sparkling formations should interact with featured products to keep our site fresh and engaging. Backdrops should utilize the brand and holiday color palettes to create strong contrast for the featured products. These colors should vary throughout the season to keep the campaign exciting and full of energy.



Design Examples

Holiday Print Design

The examples at right showcase the Burst of Joy theme coming to life in print applications. Colorful backgrounds with different types of playful glitter and confetti formations create fun, energetic displays of over-the-top celebration of the holiday season. These design elements can be intermixed with patterns and color palette backdrops cut at dynamic angles to provide a freshness to our holiday designs. Products should be featured at playful, bursting angles to further promote the Burst of Joy theme in our layouts.



Jingle all the way.

Shop our biggest event of the year.

Shop Now >

Product Name
\$XXX OFF**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
Ends XX. XX.

Product Name
\$XXX OFF**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
Ends XX. XX.

Product Name
\$XXX OFF**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
Ends XX. XX.

Online Only
Free Shipping

\$XX
ADDITIONAL
OFFER TEXT



Product Name
\$XXX OFF**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
Ends XX. XX.

Product Name
\$XXX OFF**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
Ends XX. XX.

Product Name
\$XXX OFF**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor
Ends XX. XX.



Jingle all the way.

\$1998 (\$10 OFF REG.)
ITEM NAME GOES HERE
LOREM IPSUM DOLOR SIT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt labore et dolore magna. #XXXXXXX
Online Only • Free Shipping



\$XX
MORE TEXT



Jingle all the way.

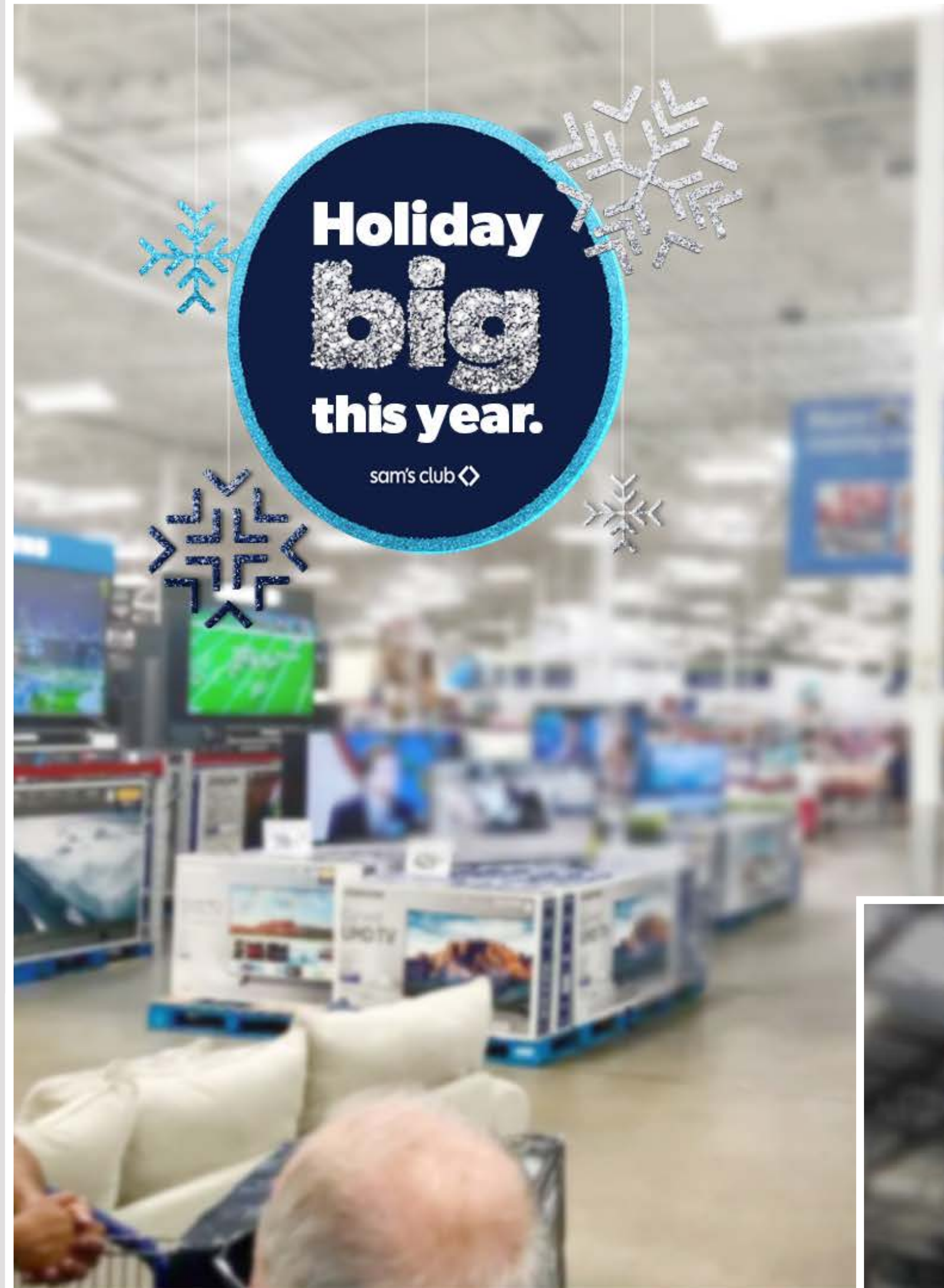
Shop our biggest event of the year.

Design Examples

In-Club Signage

The examples at right combine many of the tools in this guide to show how the in-club experience might come together.

Glitter badges can serve as free-standing signage, and different densities of confetti and glitter can create way finding opportunities on the floor, through a projection device like a Gobo.



2021 Holiday Style Guide

Thank You

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