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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 templatized 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.
Design Style Guide | 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 tones that are complementary to our brand palette and use bright jewel tones when choosing supporting colors.
Design Style Guide | ADA Compliance

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

Normal Text

<table>
<thead>
<tr>
<th>WCAG AA:</th>
<th>Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCAG AAA:</td>
<td>Pass</td>
</tr>
</tbody>
</table>

The five boxing wizards jump quickly.

Large Text

<table>
<thead>
<tr>
<th>WCAG AA:</th>
<th>Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCAG AAA:</td>
<td>Pass</td>
</tr>
</tbody>
</table>

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

| WCAG AA: | Pass |

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

**Contrast Checker**
webaim.org/resources/contrastchecker/

**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/

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.

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

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Design Style Guide | CTA styles

CTA styles

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

TABLET POV - XLARGE (1456X857)

MOBILE POV - MED (768X452)

CATEGORY POV - MOBILE (750X430)

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

Gibson Semibold 40pt - 50pt #424242
Subhead Gibson Regular 18pt #686868
End date copy. Gibson italic 14pt #000000

Shop Now

CTA text: 16 pt,
Gibson Semibold
Box: 33 x 33 px
Corner radius: 5 px
Distance from last line of copy: 60 px

Gibson Semibold 80pt #424242
End date copy. Gibson italic 30pt #686868

Shop Now

CTA text: 40 pt
Box: 88 px (height) x varying width

Gibson Semibold 14pt #686868

Shop Now

CTA text: 24 pt
Box: 53 px (height) x varying width
Radius: 4 px
Distance from last line of copy: 30 px

HP PRODUCT MARKETING MODULE (566X200)
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

GIBSON REGULAR

Secondary Fonts

GIBSON BOLD

GIBSON BOOK
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

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.
KERNING

25% Off
25% Off

Manually kern out letters that run into each other.

LEADING AND COPY SPACING

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

Keep subcopy leading at +2pt and consistent throughout the design layout.
Design Style Guide | Typography

Type Treatment Examples

Print

Bring back the sit-down meal.

Everything you need, including the kitchen sink.

Good at plans?

Baskets for every bunny.

Digital

Tech it outside.

Out of the box.

Chill mode, activated.

Pretty, and also round.

$199

Pretty, and also round.

Pretty, and also round.

Pretty, and also round.
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 cute.

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.

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**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
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.
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.
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

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Design Style Guide | Brand Voice & Tone

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).
Homepage Placement Overview

1. Homepage POV
2. Social Module
3. Seasonal Hub
4. Featured Service
5. Visual Nav
6. Product Marketing Module (location may move up or depending on if Social mod is live)
7. Global Nav/”gNav” - located in “Shop by Department” drop down nav in header
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 for access to any templates found in this guide.
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.

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.
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
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
Seasonal Hub

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

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

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.

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.
Seasonal Hub
Layout option #1

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Seasonal Hub
Layout option #2
Seasonal Hub
Layout option #3
Seasonal Hub
Layout option #4
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.

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
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.

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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
Maintain the neutral gray background.

# EEEEE

LINK TO TEMPLATE LOCATED ON PAGE 28

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

Shop contact free with curbside Pickup.

Get it all delivered fresh to you.

Even better? The first delivery's free.
Mobile Product Marketing Modules 2-up

Same guidelines apply as desktop.

LINK TO TEMPLATE LOCATED ON PAGE 28

EXAMPLES

Shop contact free with curbside Pickup.
Pay online, park & we’ll load your car.
Learn More

Get it all delivered fresh to you.
Even better? The first delivery’s free.
Shop Now

Currently not available in Puerto Rico.

Powered by instacart
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.
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
Category Page Placement Overview

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

- Always balance out horizontal space between text and image.
- Always try to vertically center copy.
- Keep text and CTA on the right side and left aligned to avoid competing with the navigation to the left of POV.
- Right align disclaimer and place in lower right corner. Avoid carousel dots.
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
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
Mobile Category Banners

Same guidelines apply as desktop.

LINK TO TEMPLATE LOCATED ON PAGE 28
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

For each section, the height is variable.

Number of sections is also variable, based on business owners request.
Content Module Examples

3-UP

Crowd-pleasing apps in a snap.

Go ahead, eat with your hands. Start with fried tots, top with pimento and garlic, dip in your dip of choice and bake until golden brown.

Team Ranch or Team Blue Cheese?

From freezer to oven in minutes. Just heat, toss with hot sauce and serve with your choice.

It's green, so it's healthy, right?

 Yep and give Mamba's Mint™ sauce a go! It's free of artificial anything. Open it up 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, new you. World, watch out.
Content Module - Mobile

Height of each module is variable based on contents.

Mobile width: 640
**Visual Nav**

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

4-UP

5-UP - LIFESTYLE

5-UP - SILO
Visual Nav

6-UP - SILO

6-UP - SQUARE INTRO
Visual Nav

6-UP - LIFESTYLE - CIRCLE INTRO

6-UP - LIFESTYLE
Shelf Page Placement Overview

1. Shelf Header/Banner
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
Mobile Shelf Banners

Same guidelines apply as desktop.

LINK TO TEMPLATE LOCATED ON PAGE 28
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
Mobile Shelf Headers

Same guidelines apply as desktop.

LINK TO TEMPLATE LOCATED ON PAGE 28
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.
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
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.
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
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.
**Custom Landing Page**

**Design Style Guide | Brand Showcase**

**Examples**

**Desktop**

- **Six tips for longer-lasting flowers.**
  - Build a better flower bouquet with the right tools.

- **Pick your petals.**
  - Select flowers that really last, such as roses, carnations, and alstroemeria.

- **Get a headstart.**
  - Order 3 days in advance and have flowers arrive 48 hours before your event.

- **Store in buckets.**
  - Keep flowers fresh until they’re ready to be arranged.

- **Nourish to flourish.**
  - Keep blooms happy with fresh food and water.

- **Arrange and keep cool.**
  - Create bouquets in vases and keep them away from direct sunlight and heat.

**Sign up for email updates**

- Get updates on savings events, special offers, new items, and more. Include email address, phone number, and more.

**Mobile**

- **Six tips for longer-lasting flowers.**
  - Build a better flower bouquet with the right tools.

- **Pick your petals.**
  - Select flowers that really last, such as roses, carnations, and alstroemeria.

- **Get a headstart.**
  - Order 3 days in advance and have flowers arrive 48 hours before your event.

- **Store in buckets.**
  - Keep flowers fresh until they’re ready to be arranged.

- **Nourish to flourish.**
  - Keep blooms happy with fresh food and water.

- **Arrange and keep cool.**
  - Create bouquets in vases and keep them away from direct sunlight and heat.
Custom Landing Page

(This page did not require a mobile version.)
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
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.
**Fully Customizable Emails**

ISB Spreads as emails with ISB type styling.
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.