



**PROMOTIONAL SIGNING PROGRAM**  
Guidelines, Templates & Workflow

# **PROMOTIONAL SIGNING**

Program Overview

**SIGN CATEGORIES**

**POSTERS**

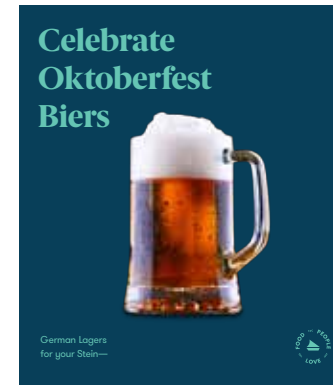
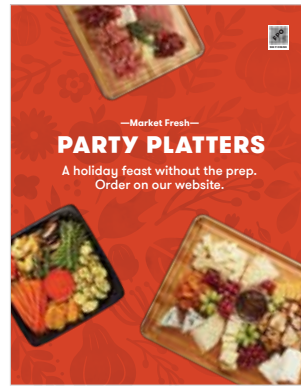
- 1) **Specialty:** Seasonal signing, brand messages and offerings.
- 2) **Featured:** Product-focused promotions.
- 3) **Weekly Inspiration:** Narrative driven features that align with website and usually have a corresponding recipe sign.
- 4) **Partner Story:** Narrative driven feature of select partners vendors. Template aligns with the Weekly Inspiration signing, which is also narrative driven.
- 5) **Recipe:** Lifestyle image of featured recipe, signing template aligns with the "Discover template, since recipes are also about discovery.
- 6) **Discover:** Product or category curated and educational. Currently only monthly wine & cheese features.

**INFO SIGNS**

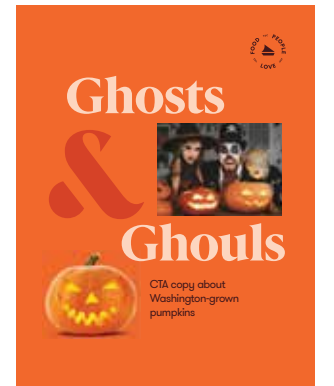
- 7) **Info Signs:** Product level signs printed in-store for promotional & category features. All signs conform to various 1-up and 2-up sizes that fit on 8.5x11 paper.



Specialty



Featured



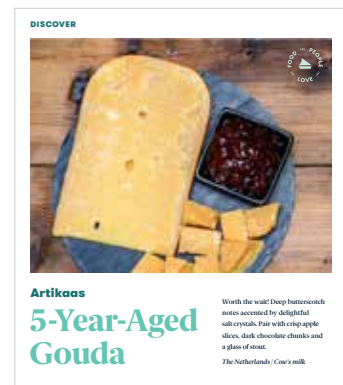
Weekly Inspiration



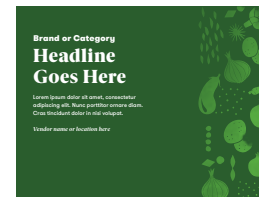
Partner Story



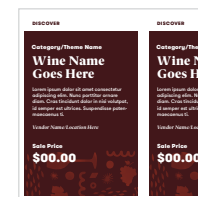
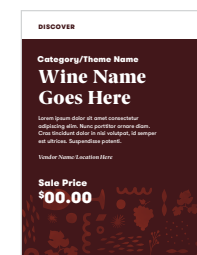
Recipe



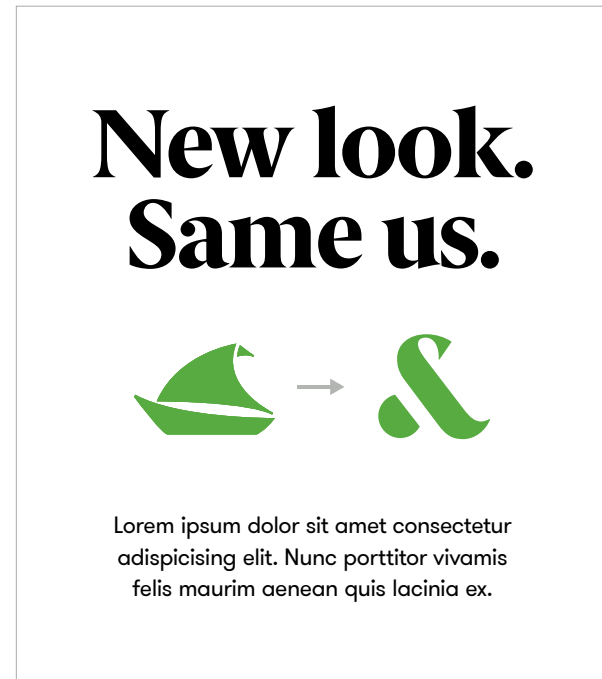
Discover



Info Signs



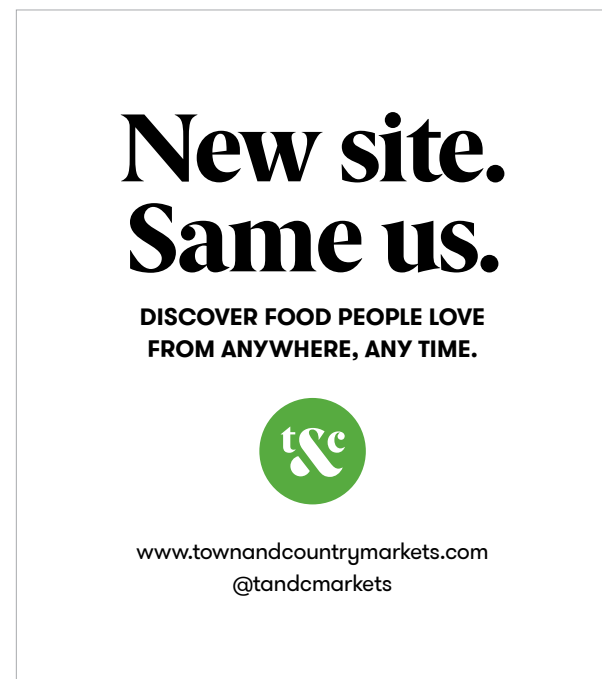
**LAUNCH SIGNS**



Launch sign formats are only for the T&C Brand Launch.

They use the "New \_\_\_\_\_. Same us." message that's used across all channels (signing, merch, etc.)

Black type on a white background with a pop of T&C green used minimally and graphically.



**SPECIALTY/BRAND**



1

Specialty/Brand Messages leverage illustrations and have 2 formats:

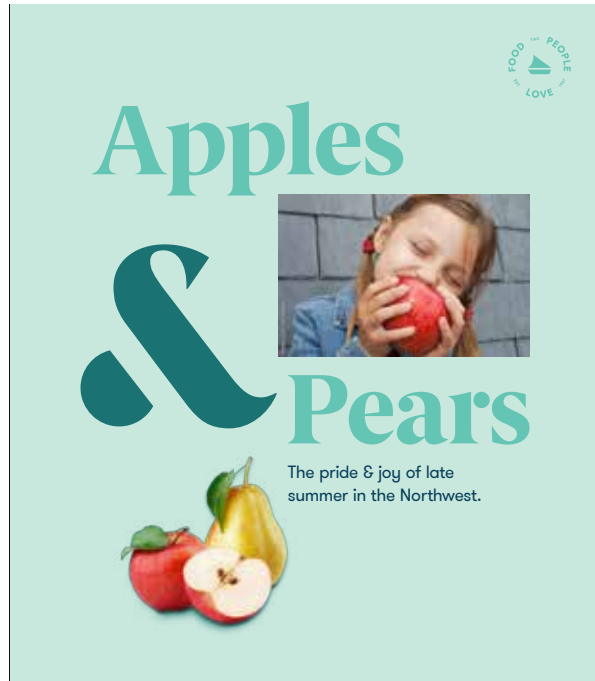
1) White background with colored illustrations composed around messaging anchored to top and left margin; serif brand font headlines and supporting copy typeset in san-serif.

2) Full flood of color background with illustration pattern that is tone-on-tone; message centered and in san serif brand font



2

**FEATURED**



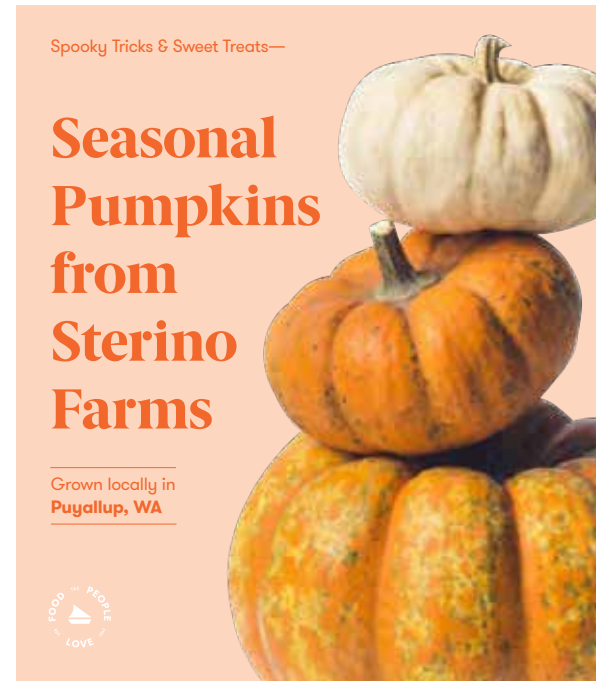
1



2



3



Featured Messages leverage 3 different formats, with variations:

- 1) **Typographic Ampersand Lockup:** Can be utilized in different color schemes, and with either a lifestyle image & silhouetted image, OR no silhouetted image, and only the lifestyle image.
- 2) **Lifestyle image, non-ampersand message:** No ampersand, but same layout style with only a lifestyle image.
- 3) **Product As Hero:** When not utilizing an ‘& message’, feature the product as hero, silhouetted and centered, or bleeding off edge. Type anchors to the left and is flush left. Can be utilized in multiple color schemes.

**WEEKLY INSPIRATION**

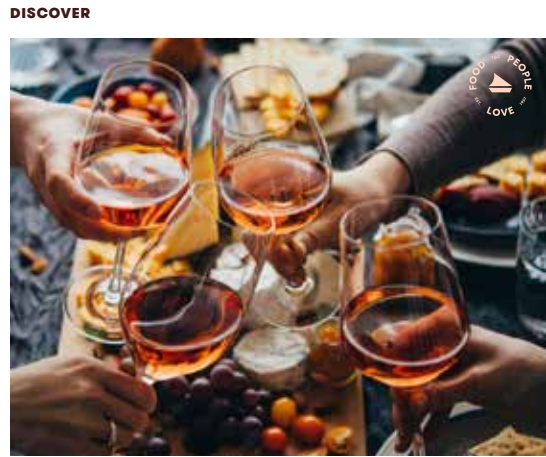


Weekly inspiration messaging formats are designed to align with the website.

Photography is preferably full bleed lifestyle imagery, of people enjoying food, or of food being prepared or fully plated.

Primary brand color palette is applied and can varies from sign to sign.

**DISCOVER**



**Mediterranean Wines**  
**Rich History & Vibrant Vintages**

Discover Messages leverage a white background and have a “discover” tag at the top left.

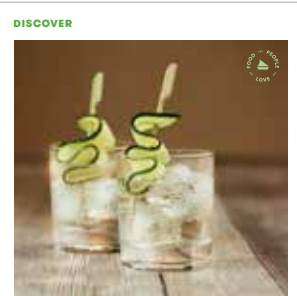
Photography is largely product oriented, but could feature people abstractly if the sign messages a theme or category instead of a specific product.

Primary brand color palette is applied to headlines and “discover” tag, and varies from sign to sign.

Height of image crop can vary to accommodate different messaging lengths (see examples in September “Discover” and “Recipe” signing).



**Artikaas**  
**5-Year-Aged Gouda**  
 Worth the wait! Deep butterscotch notes accented by delightful salt crystals. Pair with crisp apple slices, dark chocolate chunks and a glass of stout.  
 The Netherlands | Cow's milk



**Our Own**  
**Cucumber Tonic**  
 Nothing enhances the beauty of the Puget Sound region in late summer like a refreshing cocktail with the killer combo of flavor, sparkle and gas.

**RECIPE**



**Foil Packet**  
**Clambake**  
 A fun meal for the beach, campsite or backyard, this clambake uses foil packets that can be cooked on a campfire or grill. Feel free to add mussels, shrimp, scallops, crab sections, fish, cherry tomatoes, green onions or fennel.

Recipes are formatted to align with the “Discover” category of signing since recipes are also about discovery. They have a “Recipe” tag at the top left.

Photography is preferably vibrant, lifestyle photography featuring food prep or cooked/plated meals.

Primary brand color palette is applied to headlines and “recipe” tag, and varies from sign to sign.

Height of image crop can vary to accommodate different messaging lengths (see examples in September “Discover” and “Recipe” signing).

INFO SIGNS



Info signs come in two main sizes: 8.5×11 and 8.5 x5.5.

All messaging on 8.5×11 signs is kept toward the top of the signs, since product signs are often blocked at the bottom by display product.

The primary brand color palette is used across these signs and color can vary per sign.

Brand patterns are created for different categories and added to the signs in a tone-on-tone manner for a touch of visual interest.

“Discover” messages utilize a white bar at the top of the sign with the “discover” category called out. Product focused signs use a full flood of color for their backgrounds

# **PROMOTIONAL SIGNING**

Templates & Guidelines



TEMPLATE EXAMPLES

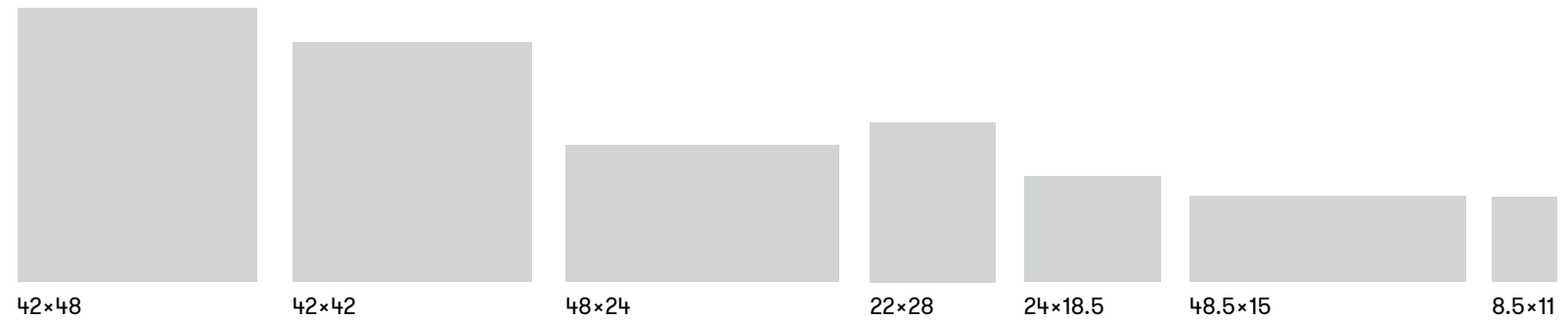


Portrait



Landscape

SIZES



DESIGN EXAMPLES



Tone-on-tone background color w/ white text



White background with colored pattern and text



Tone-on-tone background color w/ colored text

NOTES

- Color determined seasonally
- Colors and patterns create the variety for this particular template
- Any new pattern swatches should be created in Illustrator and then added to the CC Library.
- Paragraph styles exist for all type formats; only change type sizing if absolutely necessary (i.e. 'Thanks giving' and 'Halloween' are too long to fit on one line, so they have a custom size)

TEMPLATE EXAMPLES

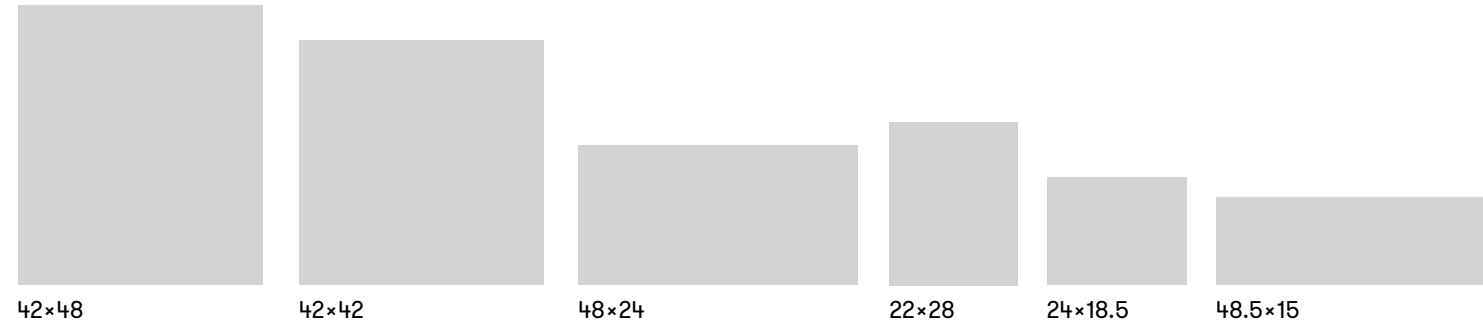


Portrait

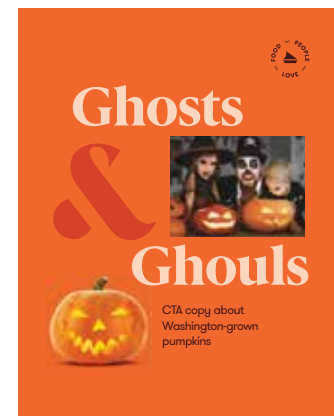


Landscape

SIZES



DESIGN EXAMPLES



Simple headline w/ 'S', body copy, framed image and silhouetted image



Complex headline w/ 'S', lead-in, framed image, and NO body copy or silhouetted image



Complex headline w/ body copy, framed image, and NO ampersand or silhouetted image



Landscape examples

NOTES

- Color determined seasonally
- This is the most dynamic template: colors, element placement, type of image are all variable.
- Content should drive whether this template style or the 'Product Hero' template is used. This template works best for shorter headlines and promotions that you know will use a "framed image"
- Try not to vary font sizes outside of the sizes set in the paragraph styles menu. If type size does need to change, try to keep it consistent across the entire poster set for the month.

TEMPLATE EXAMPLES

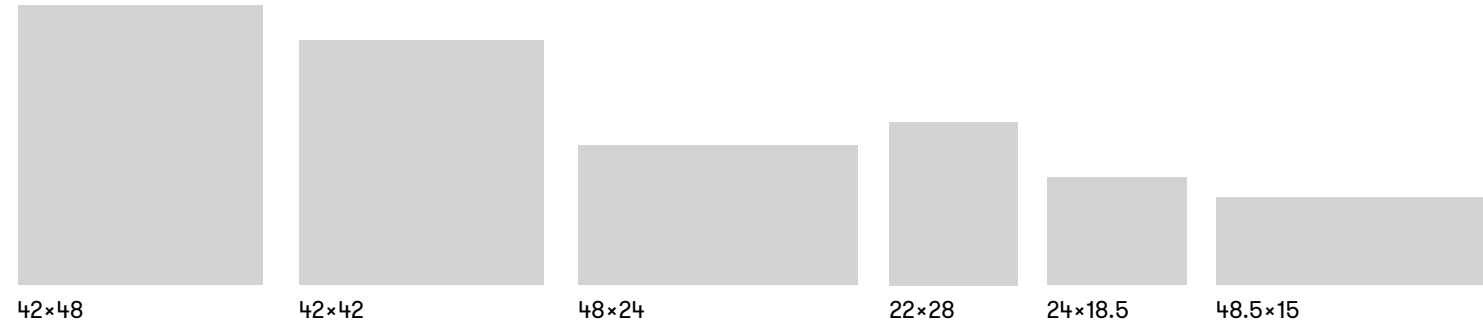


Portrait



Landscape

SIZES



DESIGN EXAMPLES



Headline w/ large centered silhouetted hero image, and tagline



Lead-in and headline with smaller silhouetted hero image



Lead-in, headline, 'made by' body copy, and silhouetted image bleeding off page

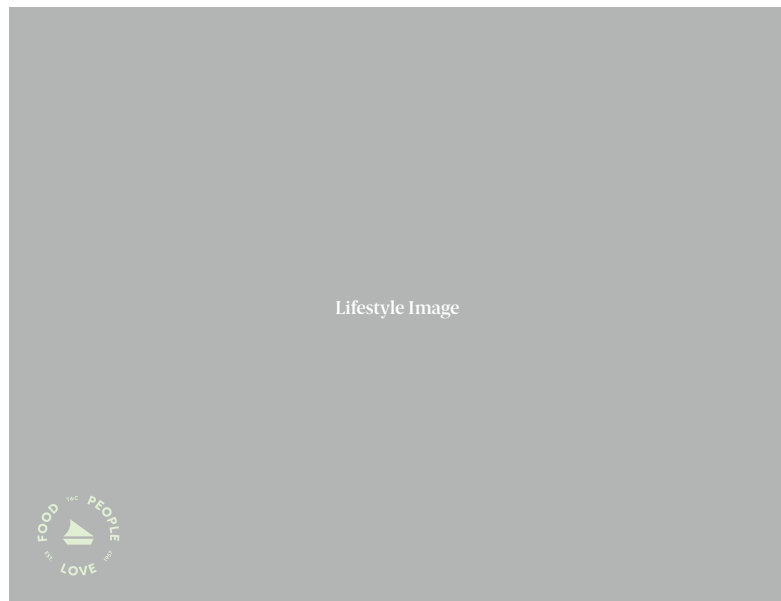


Landscape examples

NOTES

- Color determined seasonally
- This template works best for promos that feature a longer headline and single product that can easily be represented by a silhouetted image.
- Colors, placement of elements and size of the image are all variable.
- Font sizes should not be altered; and there are paragraph styles in this template as well.
- It helps to layout all the type first and then see what kind of space there is to accommodate the silhouetted image.

TEMPLATE EXAMPLES

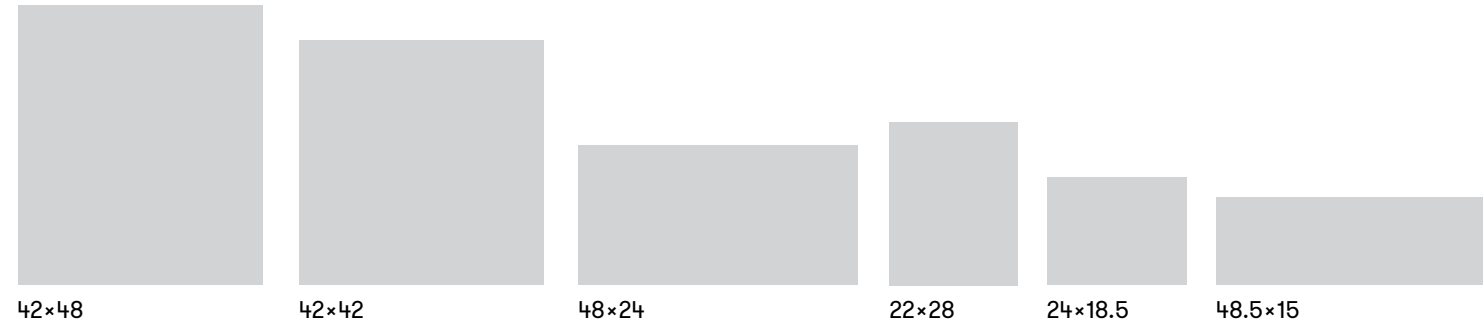


Portrait



Landscape

SIZES



DESIGN EXAMPLES



Image above content. Two-line headline, no body copy.



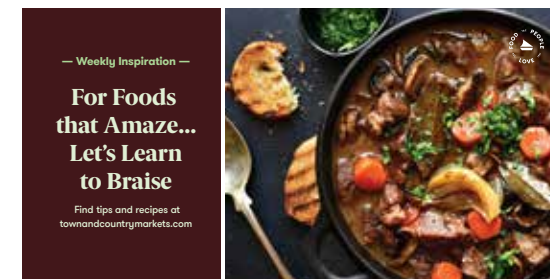
Image below content & QR code (floor-standing signs).  
Single-line headline, and body copy.



Image below content. Single-line headline, and body copy.



Landscape examples



NOTES

- Color determined seasonally
- Weekly Inspiration signing aligns with website imagery and content.
- Design variation in these signs occurs through varying the color stories and imagery.
- Font formatting is built in with paragraph styles, which are carried through to the corresponding Recipes, Partner Stories, and Info Signs and should not be altered unless as a last resort.
- These signs can accommodate a single headline and two lines of body copy OR no body copy and a headline that is 2-lines; copy should be written accordingly.
- It's okay to move the color bar with copy to top or bottom of the sign to create more visual variety or accommodate sign placement ( I.E. A sign posted up high that also has body copy will be easier to read with messaging at the bottom vs. messaging being easier to view at the top for a floor standing sign)
- QR codes are included on all customer-level formats: floor standing signs, counter top signs, etc.
- Where QR codes are not feasible, a generic invitation to "visit our website" (without the URL) is used.

TEMPLATE EXAMPLES

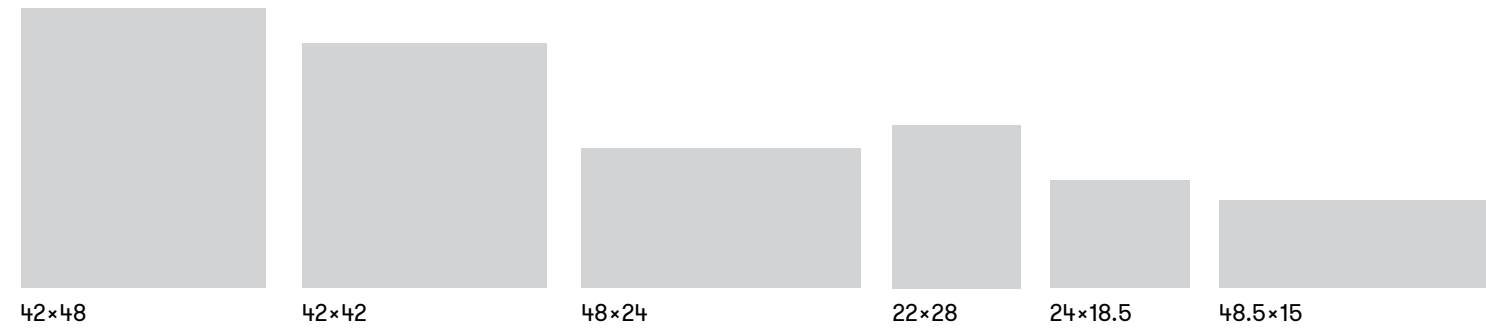


Portrait

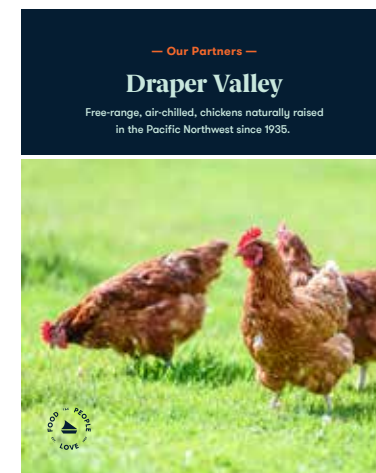


Landscape

SIZES



DESIGN EXAMPLES



Single-line headline, body copy and vendor image.

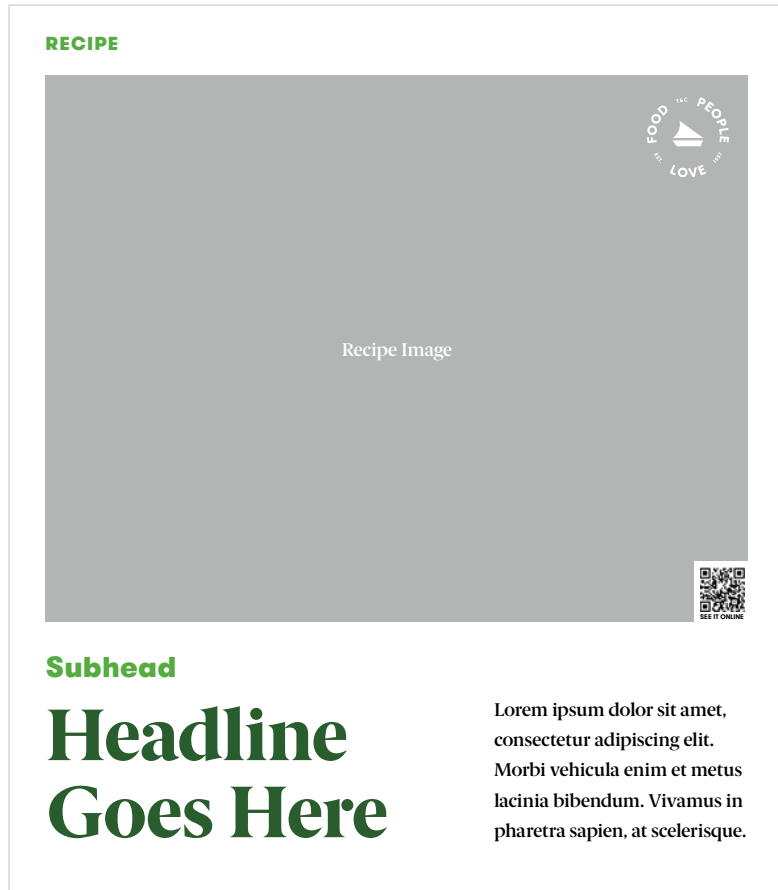


Landscape examples

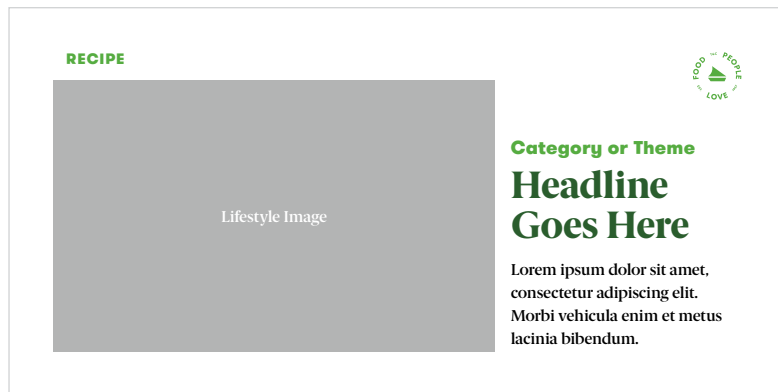
NOTES

- Color determined seasonally
- Partner Stories correspond with a Weekly Inspiration, so the color stories should all align.
- It's okay to move the color bar with copy to top or bottom of the sign to create more visual variety or accommodate sign placement ( I.E. A sign posted up high that also has body copy will be easier to read with messaging at the bottom vs. messaging being easier to view at the top for a floor standing sign)
- Font formatting is built in with paragraph styles and should not be altered unless as a last resort
- These signs can accommodate a single headline and two lines of body copy OR no body copy and a headline that is 2-lines; copy should be written accordingly.
- QR codes are included on all customer-level formats: floor standing signs, counter top signs, etc.

TEMPLATE EXAMPLES

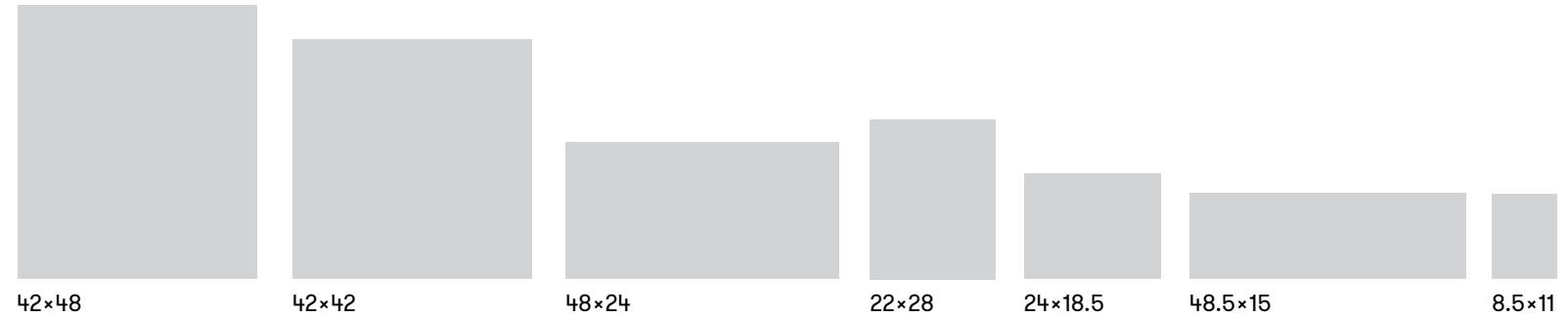


Portrait

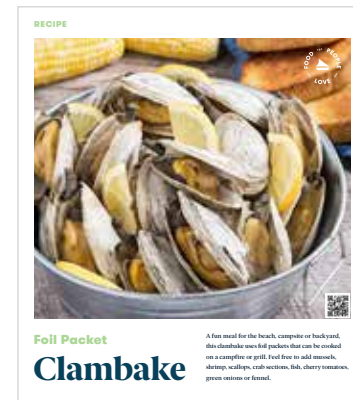


Landscape

SIZES



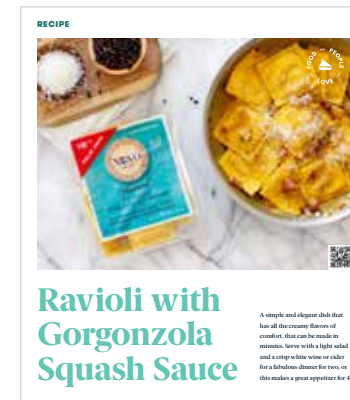
DESIGN EXAMPLES



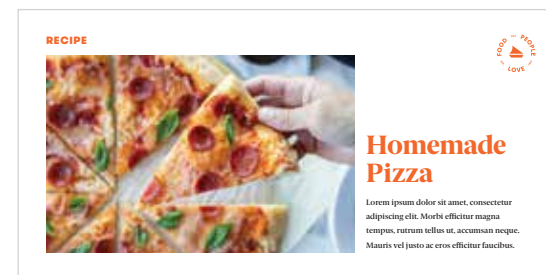
Subhead, single-line headline, and body copy



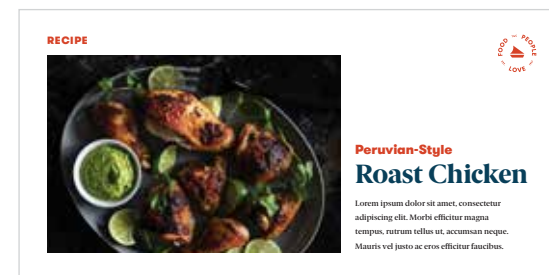
Subhead, two-line headline, and body copy



No subhead, three-line headline, and body copy



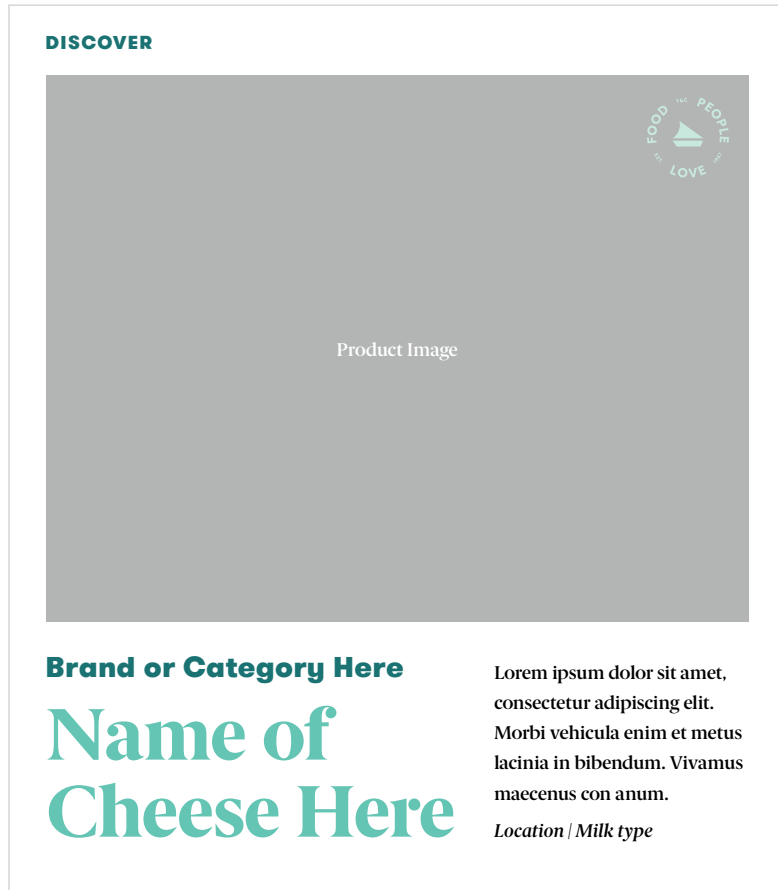
Landscape examples



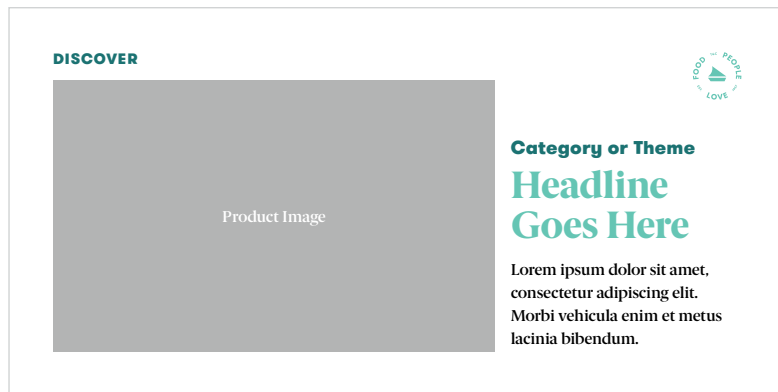
NOTES

- Color determined seasonally
- To decrease space for 1-line headlines and increase space for 3-line headlines, adjust the bottom of the image frame (see 3 examples with varying headline lengths).
- Recipes correspond with a Weekly Inspiration, so the color stories should all align.
- QR codes are included on all customer-level formats: floor standing signs, counter top signs, etc.
- Where QR codes are not feasible, a generic invitation to "visit our website" (without the URL) is used.

TEMPLATE EXAMPLES

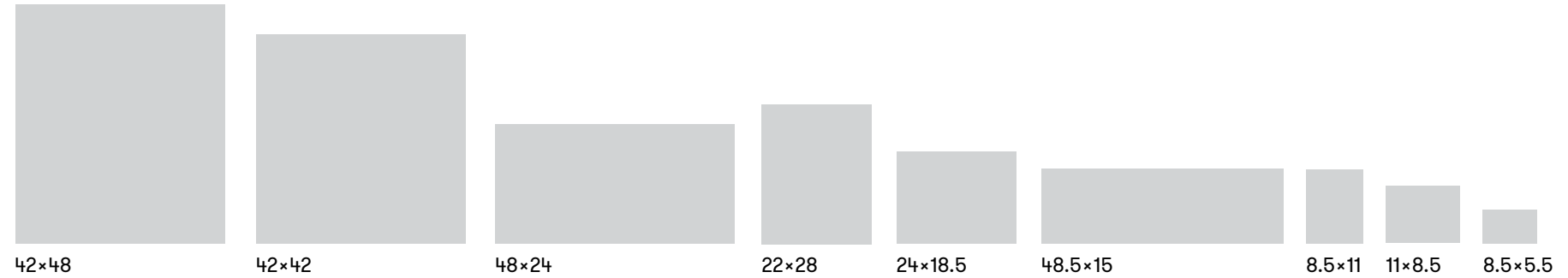


Portrait

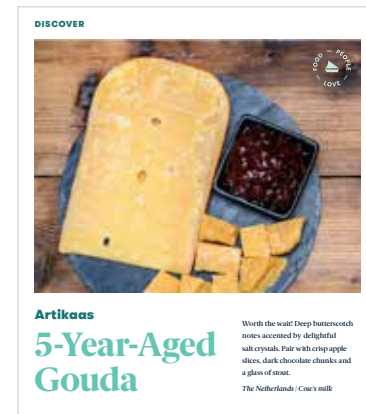


Landscape

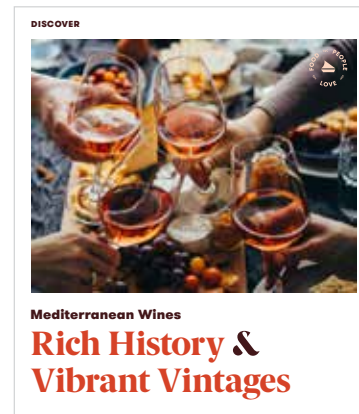
SIZES



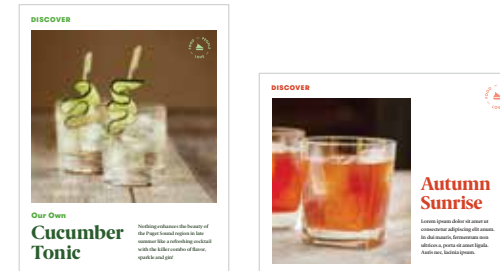
DESIGN EXAMPLES



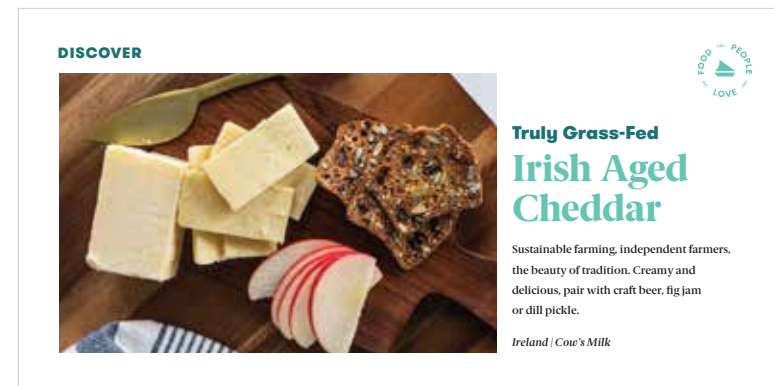
Cheese brand in subhead, headline, and body copy. Always same color story.



Category/Theme subhead, headline, no body copy. Always same color story.



Color story can vary on other Discover signs (like cocktail)



Landscape example

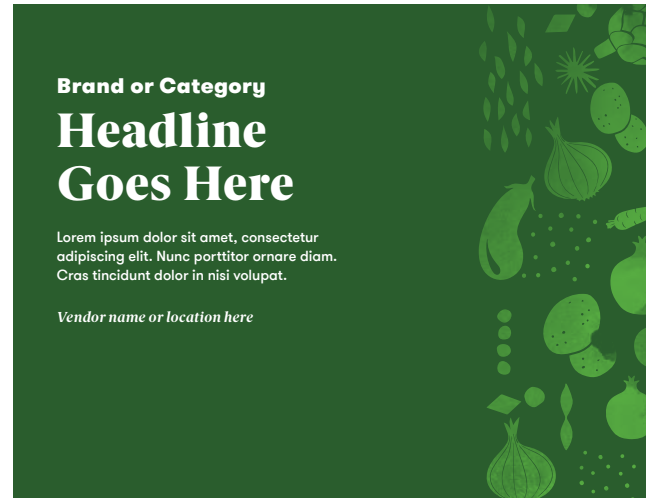
NOTES

- Color determined seasonally
- To decrease space for 1-line headlines and increase space for 3-line headlines, adjust the bottom of the image frame (see Recipe Template design samples as an example).
- Font colors stay the same for the Cheese and the Wine versions; Cocktail and future Discover categories have variable font colors, usually coordinating with the image.
- Font sizes should not be altered unless absolutely necessary. There are paragraph styles for each format (headline, subhead, body copy, etc.)

TEMPLATE EXAMPLES



1-up Letter, Portrait

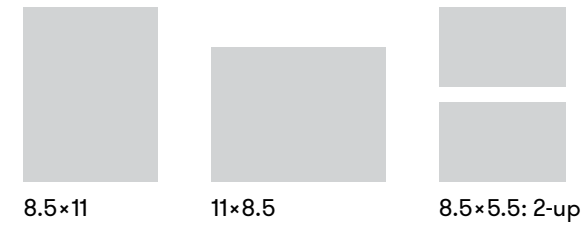


1-up Letter, Landscape



2-up Half-Letter, Landscape

SIZES



NOTES

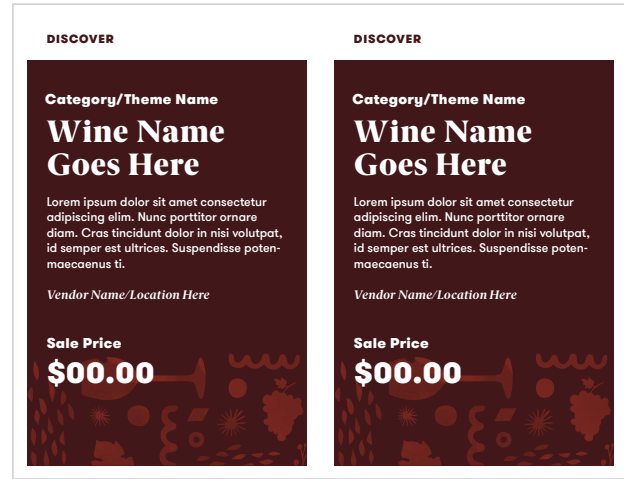
- Color determined seasonally
- The only design variation for these signs occur with changing the background color and the pattern type and color (patterns are in CC Library).
- Font formatting is built in with paragraph styles and should not be altered unless as a last resort.
- Product Info Signs usually correspond with a Weekly Inspiration. If so, the color stories should all align.
- Pattern should align with the product being featured on the sign (I.E. Info sign for cookies would use the grains pattern; info sign for corn would use the produce pattern, etc.)



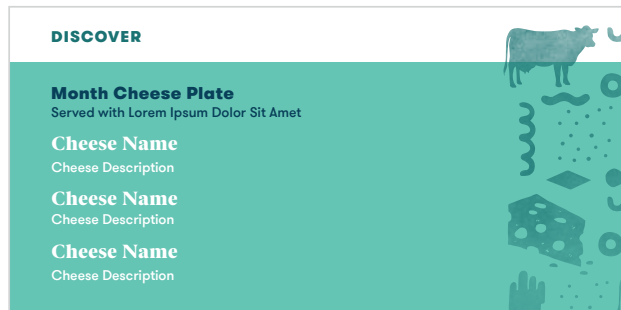
TEMPLATE EXAMPLES



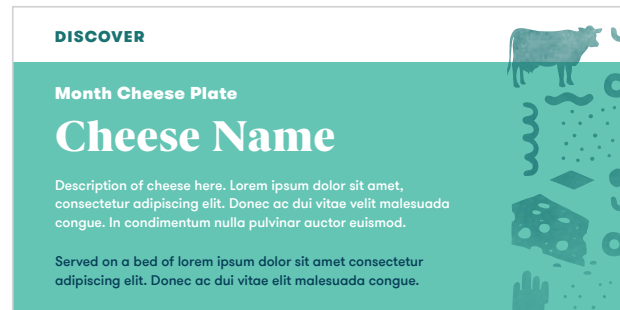
1-up Letter, Portrait - Wine Info



2-up Letter, Portrait - Wine Info

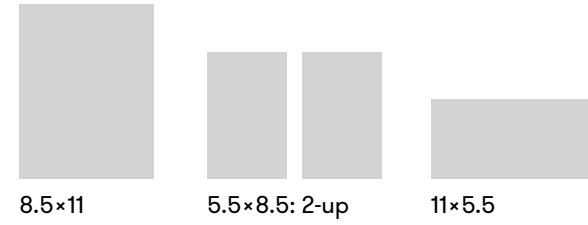


Half-Letter, Landscape - Cheese Assortment



Half-Letter, Landscape - Cheese of the Month

SIZES



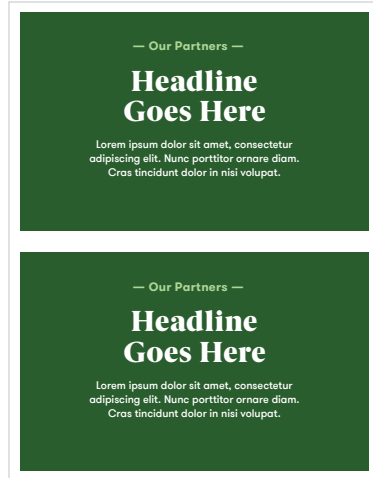
NOTES

- These signs do not have any design variation; the only dynamic thing on them is copy. Color stories should not change
- Font formatting is built in with paragraph styles and should not be altered unless as a last resort.

TEMPLATE EXAMPLES

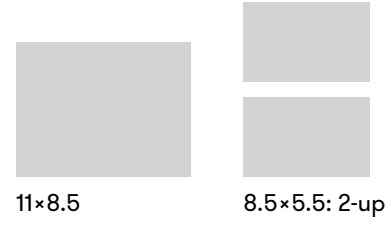


1-up Letter, Landscape



2-up Half-Letter, Landscape

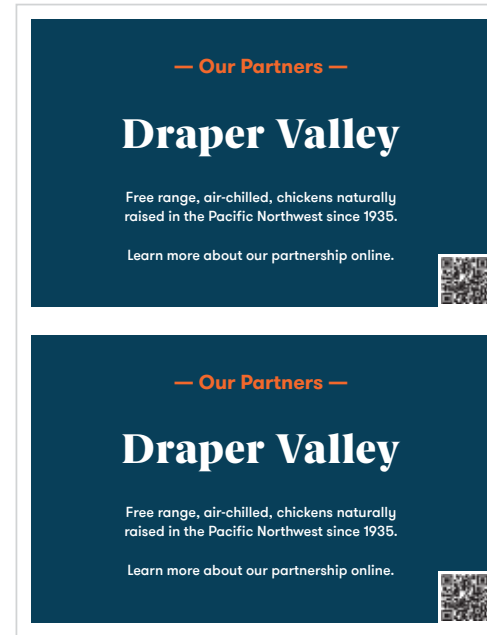
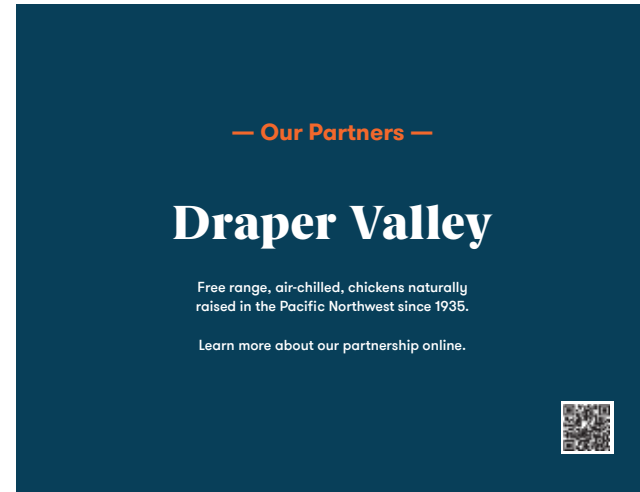
SIZES



11x8.5

8.5x5.5: 2-up

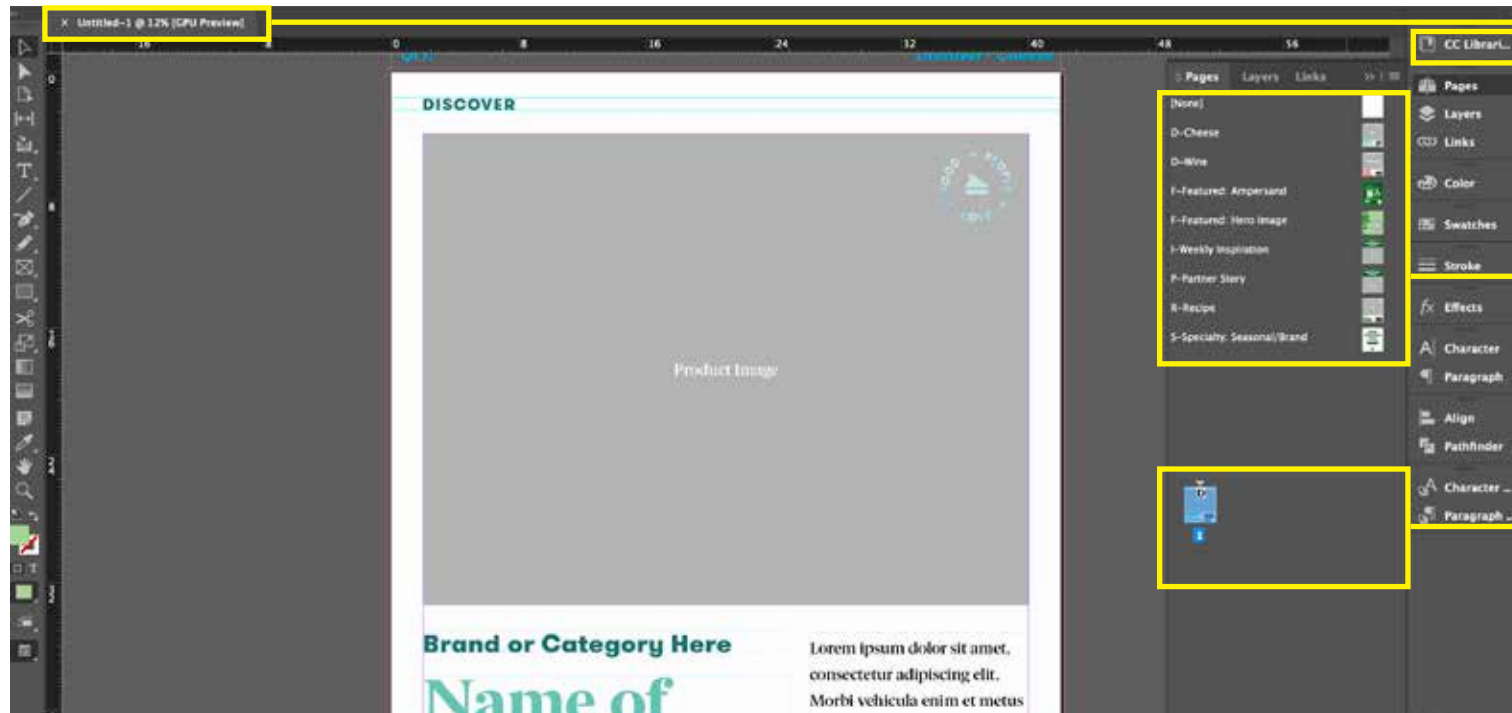
DESIGN EXAMPLES



NOTES

- The only design variation for these signs occur with changing the background color and “Our Partners” tag. All other fonts remain white to align with other info signs.
- Font formatting is built in with paragraph styles and should not be altered.
- Partner Story Info Signs correspond with a Partner Story Poster, so the color stories should all align.

## **WORKFLOW HOW-TO**



Template files open as new design files

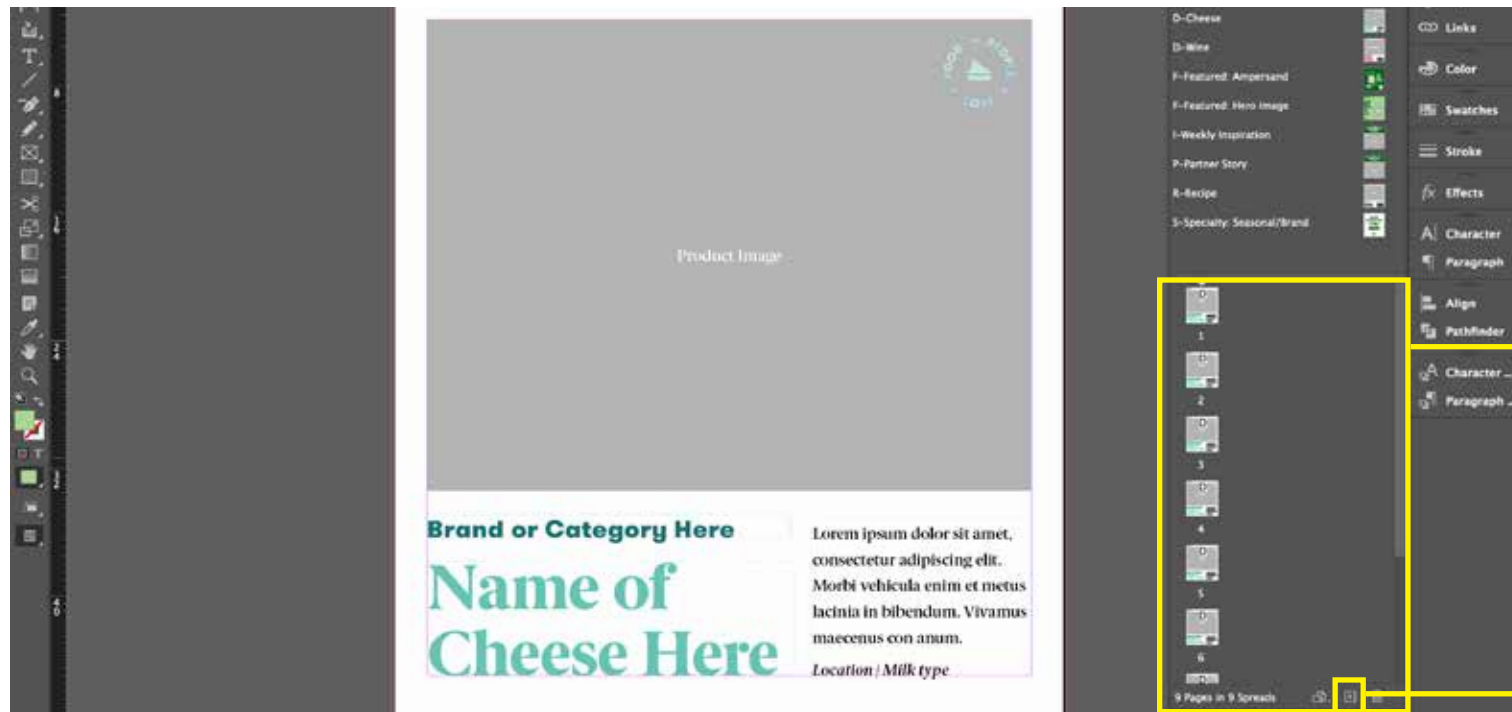
**CREATIVE CLOUD LIBRARY** is a shared library that contains T&C logos in green and white; the brand color palette in CMYK; and all current brand patterns in ALL brand colors. This is accessible and editable in every Adobe program.

**MASTER PAGES:** templates (master pages) are located at the top of the Pages Panel; they are applied to active document pages listed by page number in the section below. Do not design in these pages.

**DOCUMENT PAGES:** These are where your active document pages live. Design work is done on these pages, not the master page templates.

1) Open the template file (.indt); it will open as a new unnamed design file.

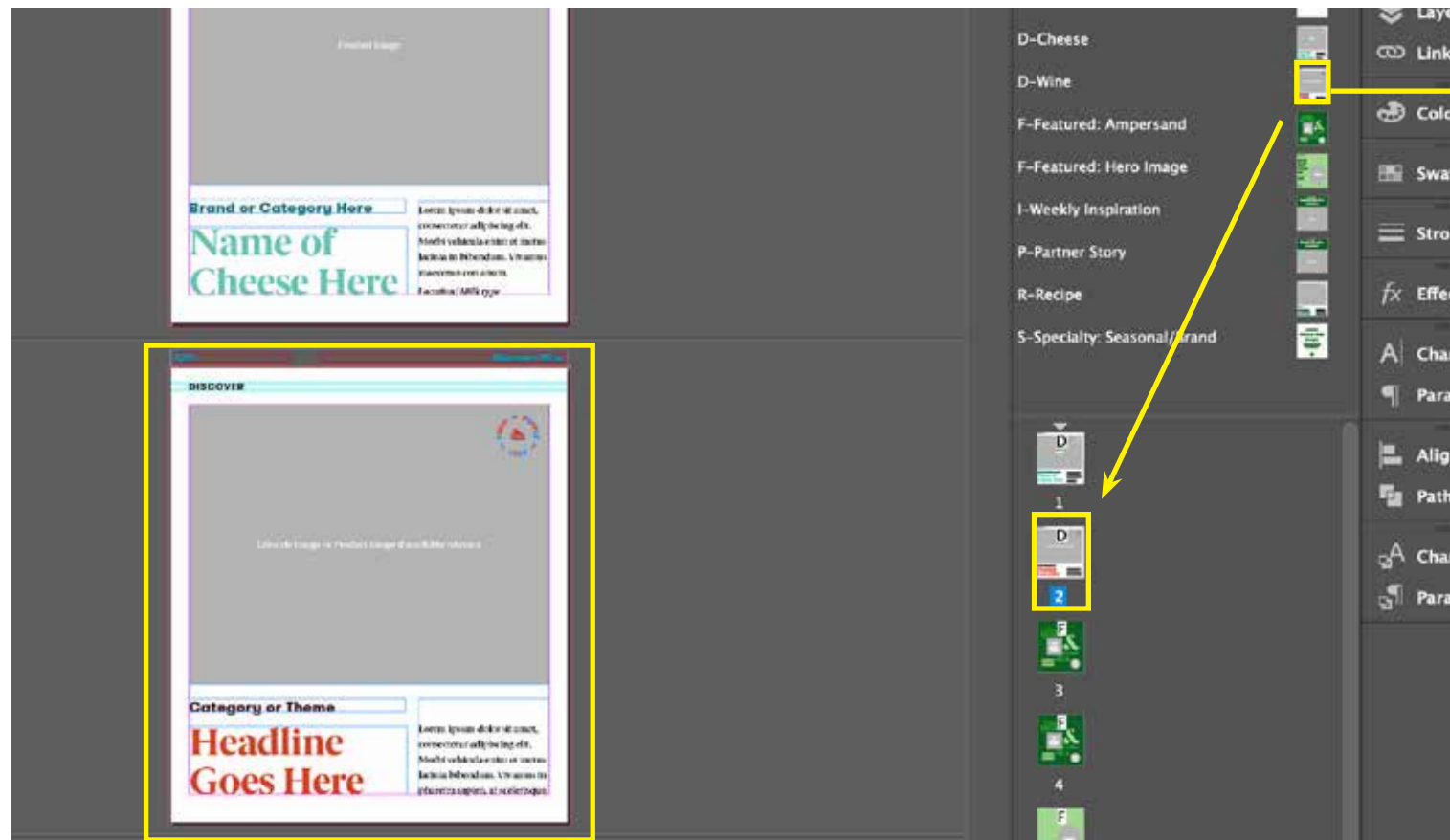
**NOTE:** Never save over the .indt file unless you are updating the master templates.



When you first create new pages, it will have the same template (Discover Cheese) on all of them. But you will take care of this in the next step.

Create new page

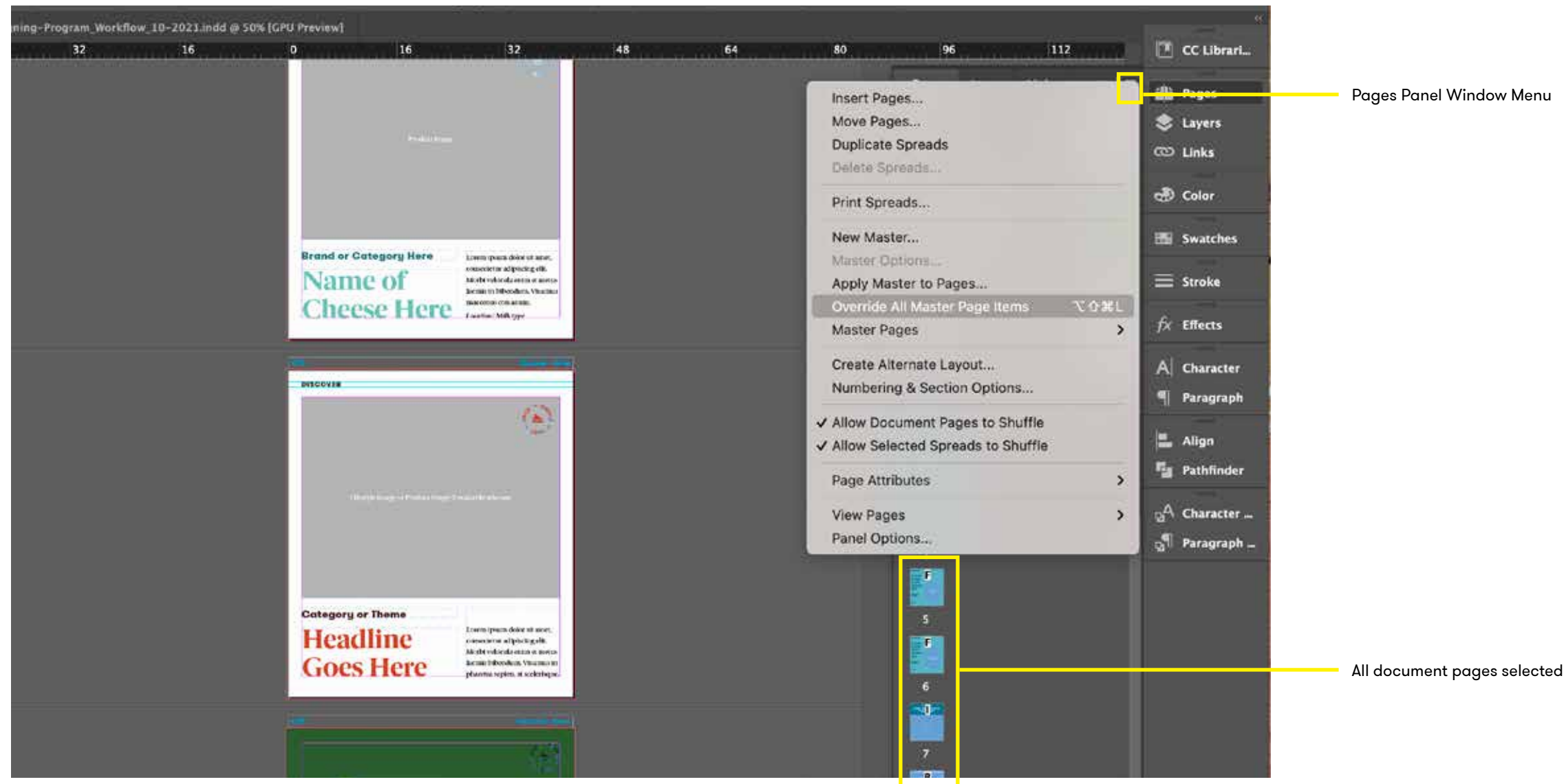
2) Create new document pages so that your total page number equals the number of signs being designed/produced for this size of sign.



Discover: Wine template is dragged and dropped onto Page 2 in the document pages; and then you'll see the corresponding design page to the left.

3) Drag and drop master page templates onto the document pages. You should have a document page, with the correct template applied for every sign in your order.

I.E. If you have 4 recipe signs for the month, drop the "Recipe" master page template onto 4 of your document pages.



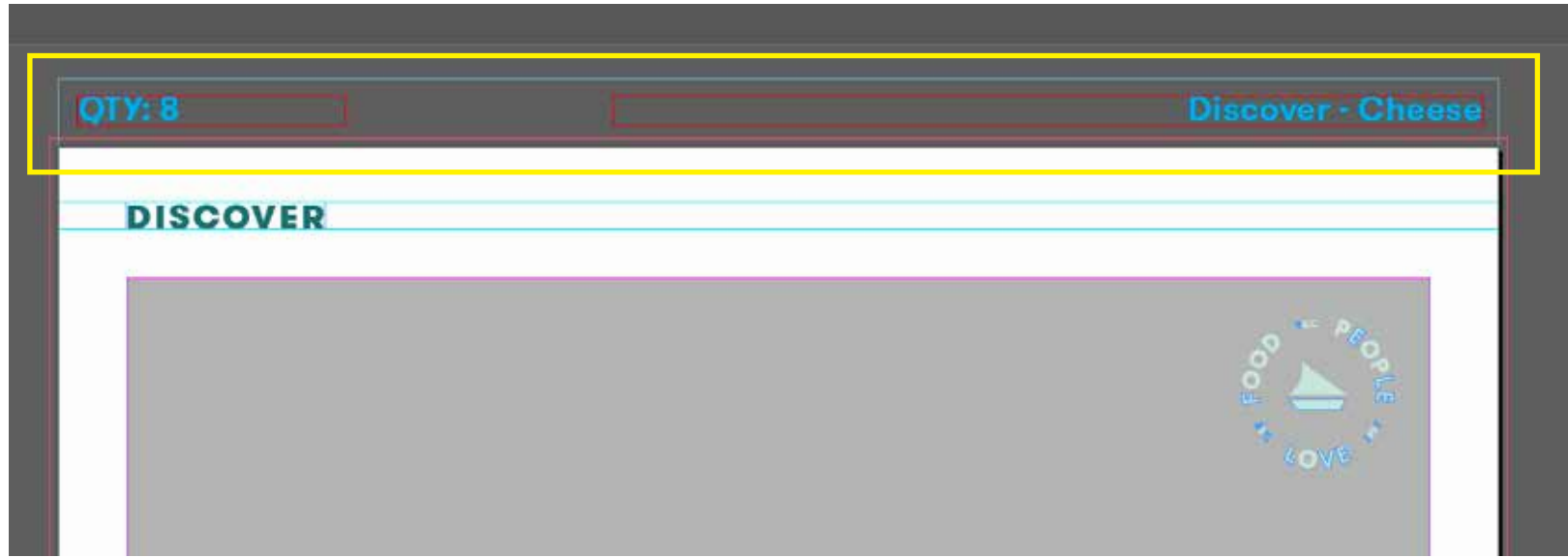
4) Select all your document pages.

**SHORTCUT:** Hold down SHIFT and select first and last page

5) Click on the Pages Panel window menu and select “Override all Master Page Items”.

This unlocks all the template elements on the document pages so that you can start designing.

**SHORTCUT:** OPT + SHIFT + COMMAND + L



6) Name pages and add quantities in the slug at the top of each page.

**NOTE:** You can choose to have the slug visible when printing/exporting files, or not. To edit this, navigate to the Layers panel, double-click on the Slug layer and select/de-select “Print Layer”.

7) Start designing

### PLACING IMAGES IN BOUNDING BOX

1) Select Image Box

crop, grab the circle in the center of the image and drag image within box until crop is where you want it.

2) CMD + D

3) Select image being placed

6) To fit the image to the width of the box, use the “Fit proportionally” option in the top bar menu.

4) Image will be placed within bounding box

7) To scale the image; double-click on it until you see the red bounding box around the image. Then use your scale tool to resize.

5) To move image around and adjust the

### EXPORTING PDFs

[File > Adobe PDF Presets](#)

#### High-Quality:

Use this preset for hi-res printable PDFs

#### Smallest File Size:

Use this preset for lo-res PDFs for screen-viewing, final reference PDFs, and placing in other documents.