



Walgreens API Integration & Marketing Style Guide

Walgreens Developer Program

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core values & brand



Walgreens Brandmark

The brandmark is a standardized representation of a company's name.

The application of distinct typography creates instant recognition of the brand and what it represents.

The Walgreens brandmark – one of our most important visual elements – consists of a customized script logotype that conveys the heritage, authenticity and quality of our product offerings and services. The consistent use of our brandmark builds visibility, brand equity and recognition with our customers, so it must be protected.

Our brandmark should always appear in Corporate Red on a white field unless it is being used on a black-and-white-only piece, in which case it should appear as black.

On rare occasions, the Walgreens brandmark may be reversed, but please reserve this use for unavoidable circumstances.

Clear space is the minimum "breathing room" maintained around the brandmark and can be measured using an identically proportioned W. It should be kept free of graphics, text and other marks.

Brandmark

corporate red
HEX: #E31837



black



Reversed Mark

white on corporate red



white on black



Clear Space



Minimum Size



The Corner W Icon

Just like a well-known abbreviation for a distinguished name, the Corner W icon is a secondary icon that precedes any “at the corner of _____and_____” headline. Long term, once the icon is fully established, it can appear by itself to represent Walgreens.

We may use the icon in circumstances where a smaller visual element would be more advantageous and/or more visible, but only when it's evident the piece is Walgreens, such as an in-store sign or circular institutional spot. It is to be used by itself or in conjunction with a headline where it acts as a visual lead-in to the main message.

The “W” in the Corner W icon should always appear in white within our Corporate Red flag unless it is being used on a black-and-white-only piece, in which case, it should appear as white in a black flag. If the Corner W icon appears on a red background, it should be reversed out with a red “W” on a white flag.

A clear space around the icon is required for the left, right and top edge equal to the length of the lower descender in which no other elements should appear. Type can appear to be tucked under the mark to the right of the descender. The icon should never be cropped. When considering whether or not to use the Corner W, keep in mind that it is a visual element; therefore, it should never be used in a sentence. It should also not appear in conjunction with or near the Walgreens brand logo.



Color Usage



Digital Version
HEX: #E31837

Clear Space & Type Usage



Reversed Gradient Version



Approved Usage



When using a Helvetica Neue subhead:



The clear space needed for the subhead type can be established by drawing a line from the bottom point to the bottom right corner of the box containing the W. All type should be equal distance to the right and below the icon.

Sizing



Preferred minimum size
.45” vertical height (32x32px).



DO NOT size the icon below .275” vertical height (20x20px).

Duane Reade Brandmark

There are two standard configurations of the Duane Reade Brand Mark – Horizontal, and Compact. The Horizontal Duane Reade Brand Mark is the primary expression of the Duane Reade Brand Mark and is to be used in most applications. The Compact Duane Reade Brand Mark Alternate is the tertiary expression of the Duane Reade Brand Mark and is only to be used when the preferred Vertical Duane Reade Brand Mark is not suitable for available proportions, e.g. a perfect square or other conditions.

It is important to maintain a minimum protective clear space surrounding the Duane Reade Brand Mark in all applications to ensure the visual integrity of the Duane Reade Brand Identity.

The minimum clear space measure is based on the width of the “e” letterform in the Duane Reade logotype and surrounds the entire Duane Reade Brand Mark.

This protective clear space may not be encroached upon by any auxiliary information. However, background elements such as photography, colors, and patterns may lie within clearspace provided that they do not interfere with the legibility of the Duane Reade Brand Mark.



Brandmark

Horizontal - Primary Expressions



Compact - Secondary & Tertiary Expressions



Color Usage

Black
HEX: #330000

White
HEX: #FFFFFF



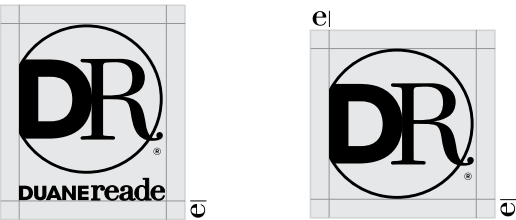
Red
HEX: #E51937



Clear Space



Horizontal Duane Reade Brandmark
Protective Clear Space



Compact Duane Reade Brandmark
Protective Clear Space

approved language



Walgreens Tone of Voice

We're here to help our customers live well, stay well, get well and manage well. In order to support this brand promise, our visuals, voice and communications must look and feel "well" —healthy, happy and uniquely Walgreens.

They also must be easy to read and understand, express expertise and speak in an inclusive and friendly tone. It's important to convey our brand in this manner across all customer touch points, so that when our varying audiences hear or read our message, they know it's from Walgreens — a brand that embodies trust, integrity, optimism, compassion and pride in helping others achieve their goals. These feelings define the way we hope to be perceived: supportive, inspiring, authentic and value driven.

QuickPrints

QuickPrints may be represented in two ways. The first as a call to action and the second as a specific Walgreens branded feature. For example an action sheet button may read as follows:

- Email Photo
- Share Photo Via Facebook
- Print to Walgreens (using the verb "print" for a call to action)

RX by Scan

Walgreens Prescription API may be represented in two ways. The first as a call to action and the second as a specific Walgreens branded feature. For example an action sheet button may read as follows:

- Refill to Walgreens
- Transfer to Walgreens

The Walgreens Brand

Expresses an inclusive and relatable tone, and is easy to read and understand.

Tone of Voice

Friendly, optimistic, welcoming, helpful.

Look and Feel

Clean, modern, natural, believable, engaging.



QuickPrints API

Examples of **acceptable** use of copy referring to printing and Walgreens:

- *Print to Walgreens*
- *Printing to Walgreens*
- *Order prints for X product with QuickPrints by Walgreens*
- *Order prints for X product to be picked up at Walgreens in about an hour with QuickPrints*
- *Get prints for X product in about an hour at your local Walgreens with the QuickPrints feature*
- *Get prints for X product with QuickPrints by Walgreens*

Examples of **unacceptable** use of copy referring to printing and Walgreens:

- *Print at Walgreens*
- *Printing using Walgreens*
- *Get prints using Walgreens*

How to refer to the Walgreens and 3rd party app relationship:

- *[App Name]: A QuickPrints API Integration*
- ***[App Name]: A New QuickPrints API Integration*
- *[App Name]: Integrated with Walgreens*
- ***[App Name]: A New Integration with Walgreens*

Application Name: Should NOT contain the words or any variation of the words "Walgreens" or "QuickPrints".

Application Keywords: Should NOT contain the words or any variation of the words "Walgreens" or "QuickPrints".

**By including a description about the QuickPrints feature, your users will be aware that your products can be printed to Walgreens.*

***This version can be used when an app first launches.*



Prescription API

Examples of **acceptable** use of copy referring to refilling and Walgreens:

- *Refill to Walgreens*
- *Refills to Walgreens*
- *Refilling to Walgreens*
- *Refill your prescription(s) to Walgreens*
- *Transfer your prescription(s) to Walgreens*

Examples of **unacceptable** use of copy referring to refilling and Walgreens:

- *Refill at Walgreens*
- *Refill using Walgreens*
- *Get refills using Walgreens*

How to refer to the Walgreens and 3rd party app relationship:

- *[App Name]: A Prescription API Integration*
- ***[App Name]: A New Prescription API Integration*
- *[App Name]: Integrated with Walgreens*
- ***[App Name]: A New Integration with Walgreens*

Application Name: Should NOT contain the words or any variation of the word "Walgreens".

Application Keywords: Should NOT contain the words or any variation of the word "Walgreens".

**By including a description about the Prescription API feature, your users will be aware that prescription orders can be sent to Walgreens.*

***This version can be used when an app first launches.*



Paid Marketing Guidelines

Protected Bidding Keywords

(Keywords that publishers are prohibited from bidding on for search marketing campaigns)

Walgreen(s), Walgreens location(s), Walgreens pharmacy, Walgreens ad, Walgreens coupon(s), Walgreen(s) clinic(s), Walgreen(s) take care clinic(s), Walgreens store locator(s), Walgreens pharmacy location(s), Walgreen pharmacy(ies), Walgreens photo(s), Wphoto, Wphoto.com, Walgreens.com(s), Walgreen(s) location(s), www.walgreens.com, Walgreen(s) store(s), Walgreens drug store(s), Walgreens coupon(s), Walgreens weekly ad(s), Walgreens photo coupon(s), Walgreens easy saver and any misspelling and all variations of Walgreens brand terms. Affiliates must negative match all the above branded keywords.

Prohibited Display URL Content

(Terms that publishers are prohibited from using in the display URLs of search marketing campaigns)

Walgreen(s), Walgreens location(s), Walgreens pharmacy, Walgreens ad, Walgreens coupon(s), Walgreen(s) clinic(s), Walgreen(s) take care clinic(s), Walgreens store locator(s), Walgreens pharmacy location(s), Walgreen pharmacy(ies), Walgreens photo(s), Wphoto, Wphoto.com, Walgreens.com(s), Walgreen(s) location(s), www.walgreens.com, Walgreen(s) store(s), Walgreens drug store(s), Walgreens coupon(s), Walgreens weekly ad(s), Walgreens photo coupon(s), Walgreens easy saver and any misspelling and all variations of Walgreens brand terms.

Prohibited Ad Copy Content

(Terms that publishers are prohibited from using in the ad copy of their search marketing campaigns)

Walgreen(s), Walgreens location(s), Walgreens pharmacy, Walgreens ad, Walgreens coupon(s), Walgreen(s) clinic(s), Walgreen(s) take care clinic(s), Walgreens store locator(s), Walgreens pharmacy location(s), Walgreen pharmacy(ies), Walgreens photo(s), Wphoto, Wphoto.com, Walgreens.com(s), Walgreen(s) location(s), www.walgreens.com, Walgreen(s) store(s), Walgreens drug store(s), Walgreens coupon(s), Walgreens weekly ad(s), Walgreens photo coupon(s), Walgreens easy saver and any misspelling and all variations of Walgreens brand terms.

Direct Linking

(Specify if publishers are allowed to link directly to your Web site from their search marketing campaigns)

No

Special Instructions for Search Marketing Publishers

(These are additional usage instructions or limitations for search marketing. Advertisers may also specify any relevant sections of Special Terms and Conditions)

Publishers may not bid on Walgreens-related search terms, including variations of our brand name and common misspellings, when promoting your programs via search engines. Affiliates must negative match all the branded keywords. Publishers are allowed to bid on FoldedWords and any variations as long as you do not outrank Walgreens campaigns. Publishers may not use the Walgreens brand keyword in any FoldedWords Campaigns.

Web Site - Unacceptable Web Sites

(Types of web site content that will not be accepted into the affiliated program)

Alcohol, guns, pornography, gambling.

Sub-Affiliates

(Publishers operate a network of independent websites owned by third parties that operate collectively as an individual publisher)

Not allowed

Coupons and Promotional Codes

(Can publishers use coupons and promotional codes?)

Publishers may use any coupons or promotional codes that are provided through the affiliate program or otherwise available to the public.

Non-Commissionable Items

Products or services that will not qualify for publisher commissions (gift cards, gift wrapping)

Pharmacy, Prescription Drugs, Gift Cards

mobile guidelines & UI



Color & Typography

Color is a fundamental part of the Walgreens identity system. It allows us to build visual brand equity and enhance the distinctiveness of Walgreens as a respected brand. Corporate Red (Pantone 186) is reserved for our brandmark, icon, specified internal and value messaging and as needed for seasonal campaigns. Consistent, conscientious usage will help us protect this key brand color.

Color Usage

- The Walgreens Core Brand Red should be used sparingly within the Walgreens Pharmacy communication initiatives.
- We want consumers to recognize the Walgreens brand outside of the physical stores so designs should include the use of the Core Red in communications where Walgreens branding/logo and information are called out only.
- Never use the Walgreens Core Brand Red and the Walgreens Pharmacy blue in close proximity of each other.

Typography

- All iOS applications use device native Helvetica Neue by default.
- For iOS applications Helvetica Neue is used to represent QuickPrints
- Most Android applications use device native Roboto by default.
- For Android applications Roboto is used to represent QuickPrints

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Corporate Red



R: 227 G: 24 B: 55
HEX: #E31837

Photo Orange



R: 243 G: 117 B: 32
HEX: #F37520

Corporate Blue



R: 72 G: 156 B: 212
HEX: #489CD4

Link Blue



R: 39 G: 116 B: 166
HEX: #2774A6

Type Gray



R: 53 G: 57 B: 61
HEX: #35393D



QuickPrints Button Types - iPhone

Buttons representing QuickPrints must follow the logo, color and tone guidelines mentioend in previous sections of this style guide. Where possible use standard iOS buttons skinned to match the Walgreens color palette.

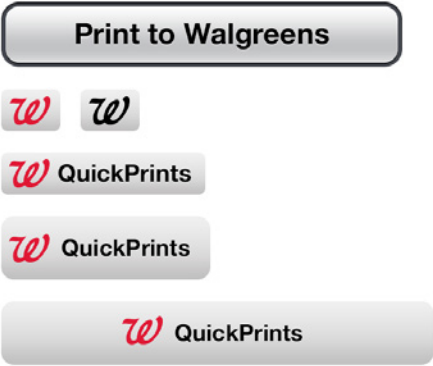
Action Sheet

An action sheet may be called to present the print button following the default iOS standards. The button must read "Print to Walgreens".

Action Sheet



Button Types





QuickPrints Button Types - Android

Buttons representing QuickPrints must follow the logo, color and tone guidelines mentioend in previous sections of this style guide. Where possible use standard Android buttons skinned to match the Walgreens color palette.

Options Menu

The Android Action Bar overflow menu may be called to present QuickPrints. The button must read "QuickPrints" or "Print to Walgreens".

Options Menu



Button Types





Prescription Button Types - iPhone

Buttons representing Walgreens Prescription API must follow the logo, color and tone guidelines mentioned in previous sections of this style guide. Where possible use standard iOS buttons skinned to match the Walgreens color palette.

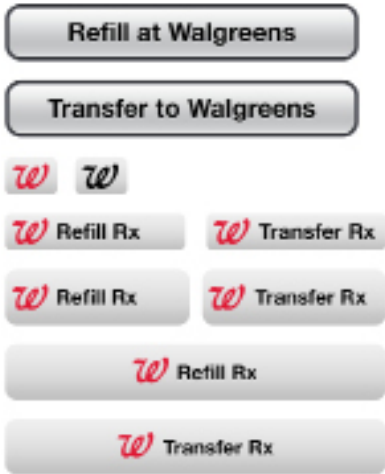
Action Sheet

An action sheet may be called to present the refill or transfer buttons following the default iOS standards. The button must read "Refill to Walgreens" or "Transfer to Walgreens".

Action Sheet



Button Types





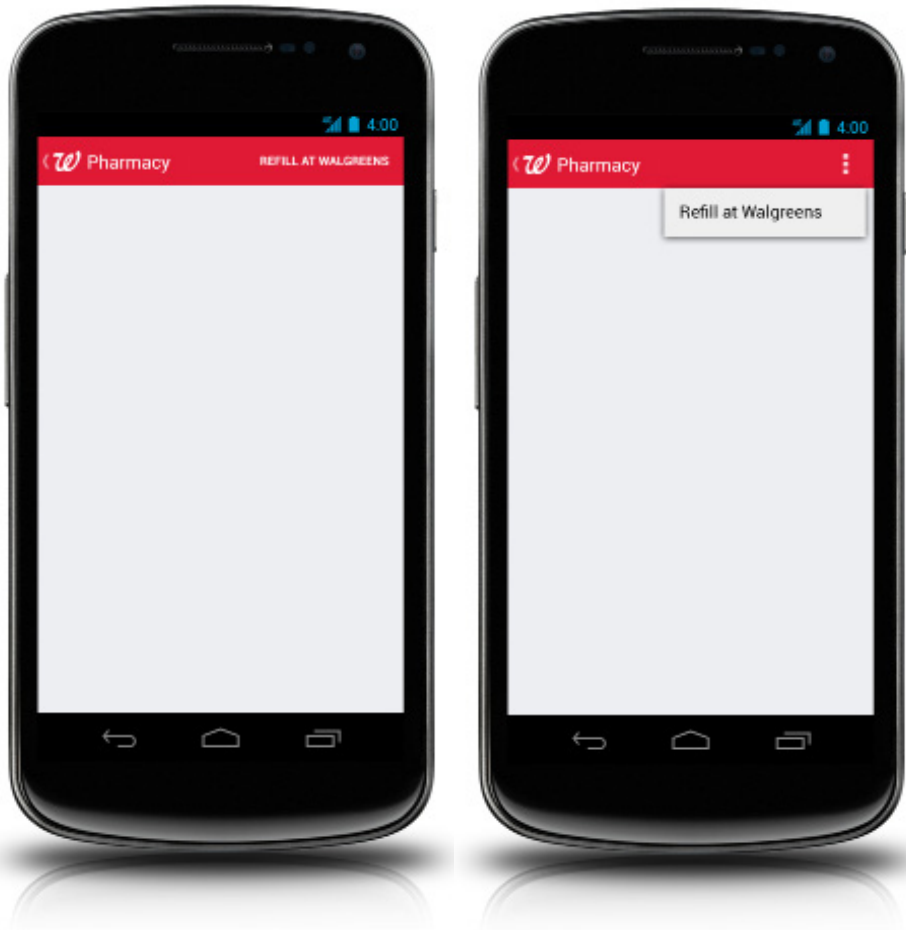
Prescription Button Types - Android

Buttons representing Walgreens Prescription API must follow the logo, color and tone guidelines mentioned in previous sections of this style guide. Where possible use standard Android buttons skinned to match the Walgreens color palette.

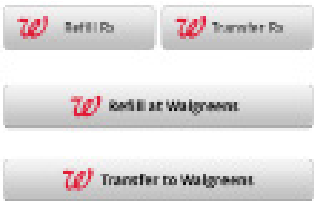
Options Menu

The Android Action Bar overflow menu may be called to present the Walgreens Prescription API. The menu or button must read "Refill to Walgreens" or "Transfer to Walgreens".

Options Menu



Button Types



branding & marketing guidelines



API Logos & Usage

One of the following logos must be displayed on all consumer facing marketing vehicles featuring Prescription API or QuickPrints API content in order to properly attribute Walgreens.

Please use only the provided artwork and do not resize, alter, or obstruct the design in any way. A clear space of 15px should be maintained around the API logo.

API Logo

W: 160px H: 66px



Clear Space



Marketing Your API Integration

All questions and marketing materials should be directed to devportal@walgreens.com for review and approval before launching live

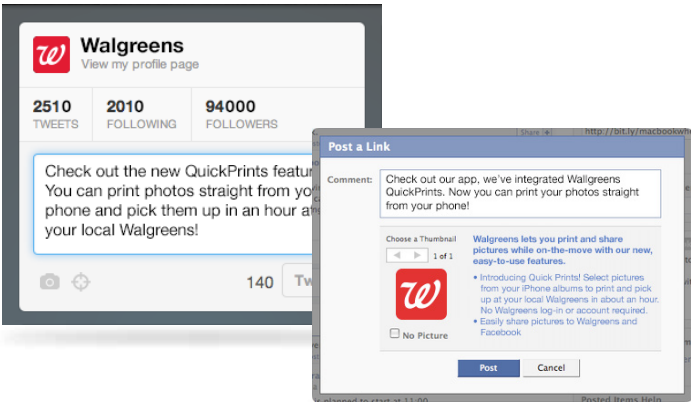
PR & Blogs Outreach



Highlighting the value of the features Walgreens API integration enhances your App can attract new users to download your App and current users to update.

Any press release, white paper, interview request, or other related information posted on a public website mentioning Walgreens or its relationship with the third party must be approved by Walgreens Corporate Communications department before being made available publicly. Walgreens Corporate Communications department will inform the third party whether Walgreens will participate in the public document and will approve the document prior to publication. Walgreens Corporate Communication requests must be submitted via email to apipromotions@walgreens.com a minimum of approximately four weeks before the intended announcement date.

Social Media



Let your current Facebook and Twitter followers know about the new features and how it can help them.

Email

- Send an email to your current app user base.
- Purchase an email list to send an email about your app and it's ability to print to a walgreens store.

Tell a story about how your App users can benefit from the convenience and utility of the new feature in your App. If you would like to request images such as Walgreens photo products, prescription bottles, please email us and we'd be happy to help.

Here's an example of an email we have sent promoting the update in the Walgreens App to our email list

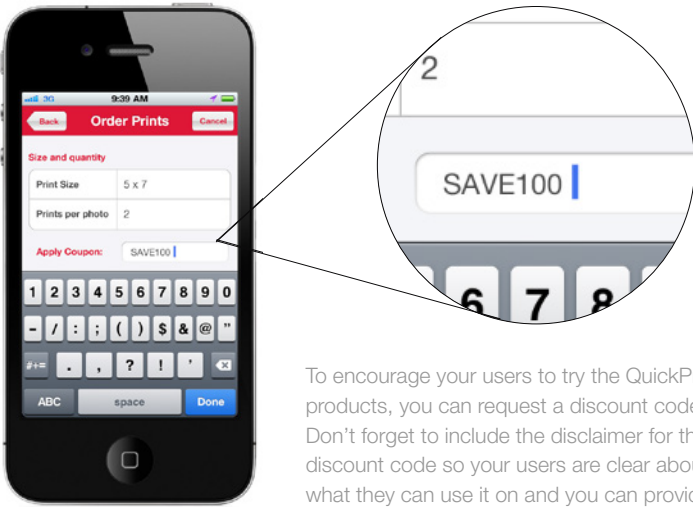


Landing Page for Your App



Update your website to include the features of the Walgreens API you have integrated within your App. This will help with the SEO value of your page and let your website visitors learn about the API features in more detail. If your App is available on multiple plat- forms, this is a great place to land people from emails, social media posts, etc.

Promotions/Offers



To encourage your users to try the QuickPrints products, you can request a discount code. Don't forget to include the disclaimer for the discount code so your users are clear about what they can use it on and you can provide a positive customer experience.

