



# Walgreens Photo API

Integration Style Guide



# Approved Language

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## Walgreens Messaging & Voice

Above all, our brand voice is conversational. We keep it simple. It's a balance of light-hearted personality alongside plain-language instruction and valuable offers. On the following page are messaging guidelines to help you communicate the benefits of your app and its relationship to Walgreens.

### Customer-Facing Product Names

Maintain consistency in customer-facing language by referring to Walgreens photo products exactly as they are named through the API. Unless otherwise noted, please do not modify in any way.

Print(s) - *Individual Print(s) is also acceptable*

Collage Print(s)

Photo Paper Card(s)

Double-Sided Card(s)

Folded Card(s)

Canvas Print(s)

Poster(s)

Wood Panel(s)

Framed Magnet(s)

**Note: "QuickPrints" as a sub-brand is no longer supported. Please do not use.**



# Walgreens Photo API Integration

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## Messaging Guidelines

When promoting your app and its relationship to Walgreens, we recommend structuring your messaging like this:

### Value Proposition + Your App's Name and Walgreens

Here are a few examples:

Do more with your photos with (Your App's Name) and Walgreens

(Your App's Name) and Walgreens make printing photos simple

Print photos for Same Day Pickup with (Your App's Name) and Walgreens

Note: Write out the word "and" between your app's name and Walgreens wherever space allows.

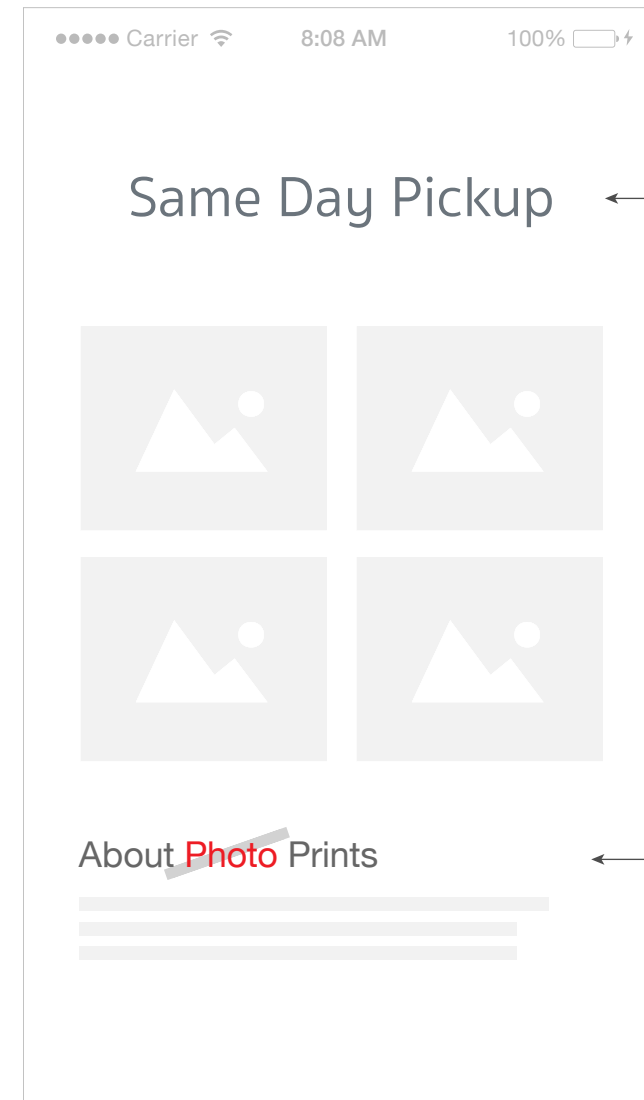
## Walgreens Same Day Pickup Messaging

Our Same Day Pickup service sets us apart from the competition.

Here are some acceptable ways to use Walgreens Same Day Pickup messaging:

- ✓ "Order Collage Prints for Same Day Pickup at Walgreens"
- ✓ "Get Same Day Pickup when you print to Walgreens"
- ✓ "Print to a Walgreens near you for Same Day Pickup"

Note: "Same Day Pickup" must always take title case, and "Pickup" must appear as one word.



Use Walgreens value messaging consistently. It's acceptable to use your brand's or your app's font.

Always use the proper Walgreens customer-facing photo product name, as listed on the previous page.



# Brandmark Usage Guidelines

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# Walgreens Photo API Integration

Walgreens Photo Logo Guidelines

## Walgreens Photo Logo Guidelines

The Walgreens Photo logo may be used in its standard form or reversed. To ensure the logo remains visible, the logo and background must be placed in proper contrast. Logo should be kept clear of competing text, images and graphics, and surrounded by a clear space matching the height and width of the corner flag. If the corner flag logo must be used floating over a photo, make sure it functions as an accent to the image and doesn't get lost within the image.

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

 Do not size the icon below .275" vertical height (20x20px)



The standard logo, which includes the black wordmark and red Walgreens corner flag, should always be used on a solid background.



The reversed logo, which includes a white wordmark and red corner flag, should be used minimally and always on a solid background.



When the Walgreens signature logo is used, it must appear on a white background.



# Walgreens Photo API Integration

Vendor Logo and Walgreens Photo Guidelines

## Walgreens Logo Guidelines

To ensure the Walgreens logo remains visible, the logo and background must be placed in proper contrast. Logo should be kept clear of competing text and graphics, and surrounded by a clear space matching the height and width of the corner flag.



Walgreens Photo Logo

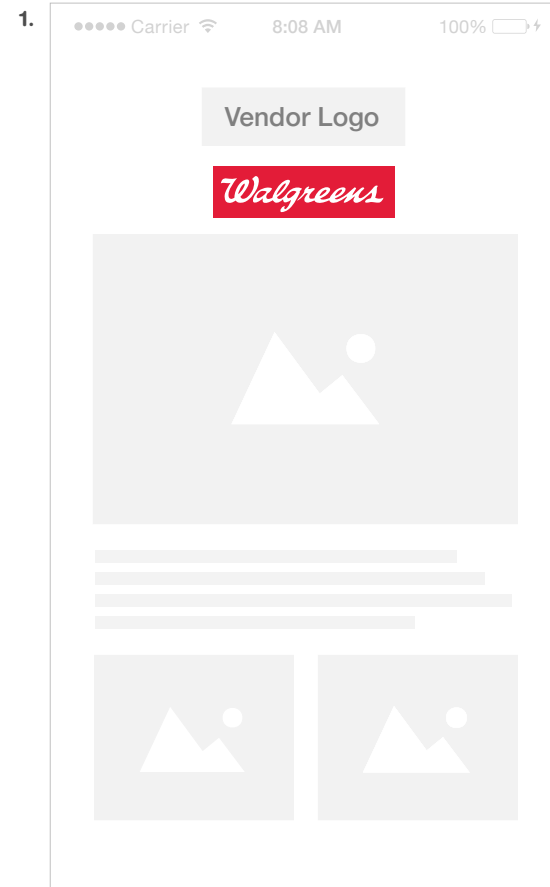


Signature Logo

The Walgreens Photo logo, which includes the black wordmark and red Walgreens corner flag, should always be used on a solid background.

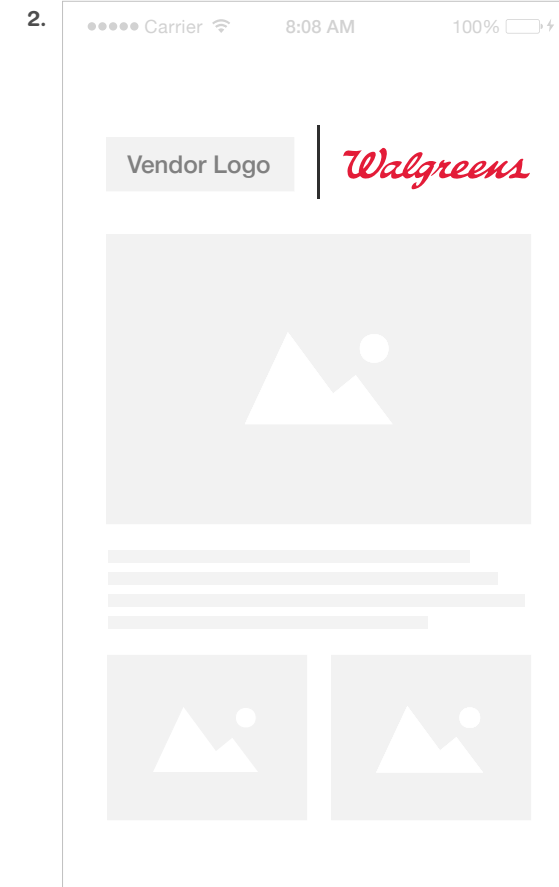
Note: When using the Walgreens Photo logo, please explicitly use the word "Walgreens" somewhere in your body copy for brand clarity.

Stacking logos is not recommended.

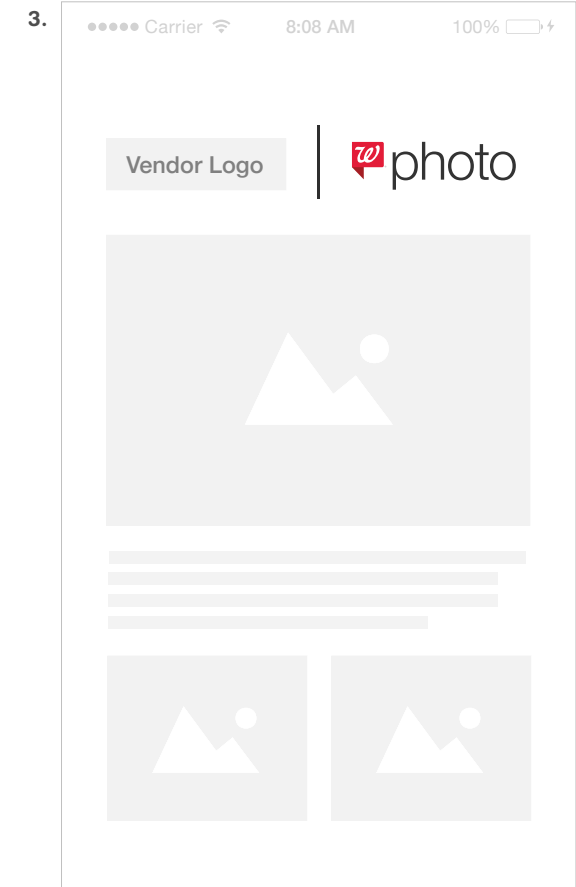


Note: When the Walgreens signature logo is used, it must appear on a white background.

Recommended vendor logo and Walgreens logo layouts.



Use a dividing line between your app's logo and Walgreens logo. Line should be 1 pixel wide.



Note: The Walgreens Photo logo may be used in its standard form with black wordmark (preferred), or with "Photo" wordmark reversed (white).



# Walgreens Photo API Integration

## Duane Reade Logo Guidelines

### Duane Reade Logo Guidelines

In order to ensure visual brand integrity, maintain a minimum protective clear space surrounding the Duane Reade logo in all applications. Background elements such as photography, colors and patterns are the only elements that may lie within the protective clear space, provided they don't interfere with the legibility of the Duane Reade logo.

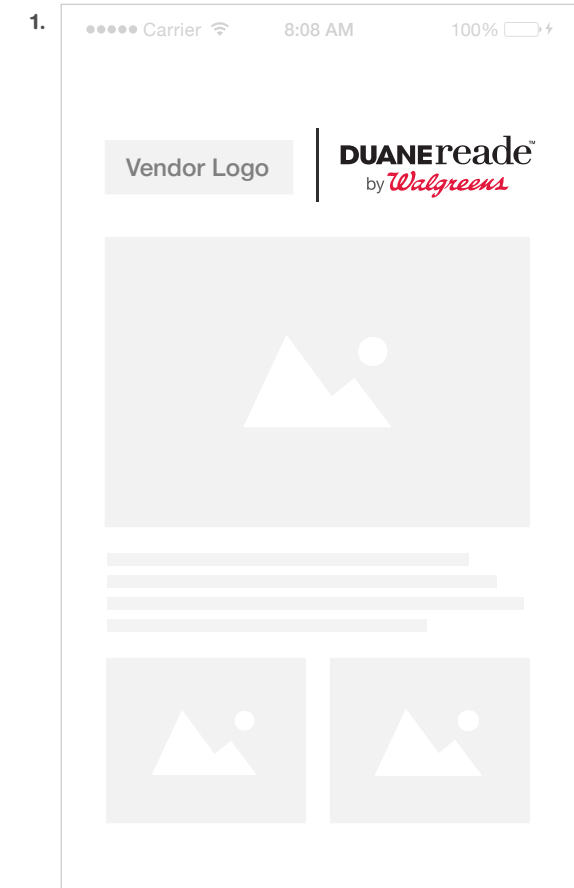


Note: Logo should be kept clear of competing text, images and graphics, and surrounded by a clear space matching the height and width of the "e" letterform in the Duane Reade logotype.



The primary Duane Reade logo appears in black, white and red.

Note: When the Walgreens signature logo is used, it must appear on a white background.



Use a dividing line between your app's logo and Walgreens logo. Line should be 1 pixel wide.





# UI and Best Practices

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# Walgreens Photo API Integration

## Button Guidelines

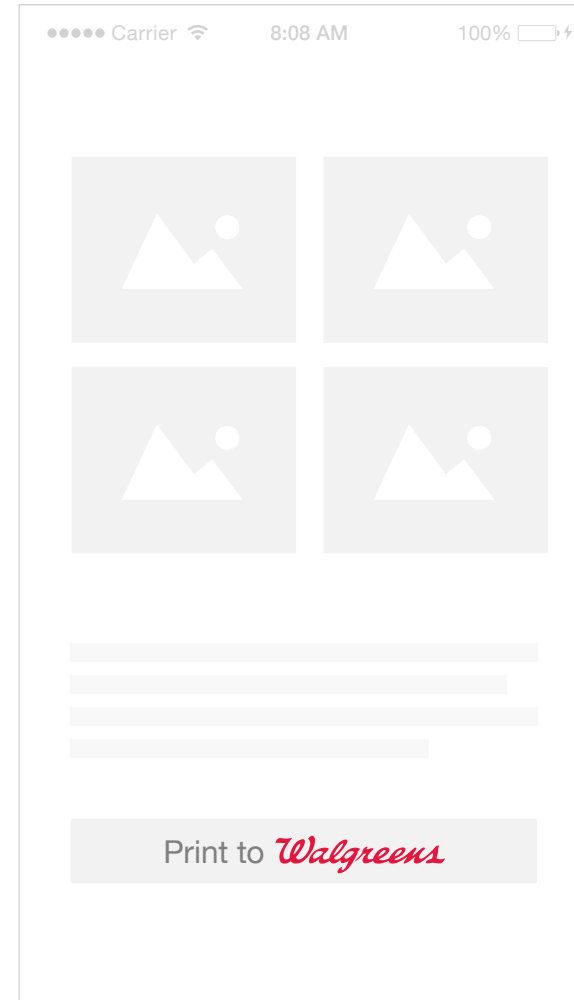
### Action Button Language

Wherever possible, use standard native iOS and Android buttons to represent the service. Regardless of platform, buttons should read "Print to Walgreens" as space allows. Acceptable alternatives are outlined on the following pages.

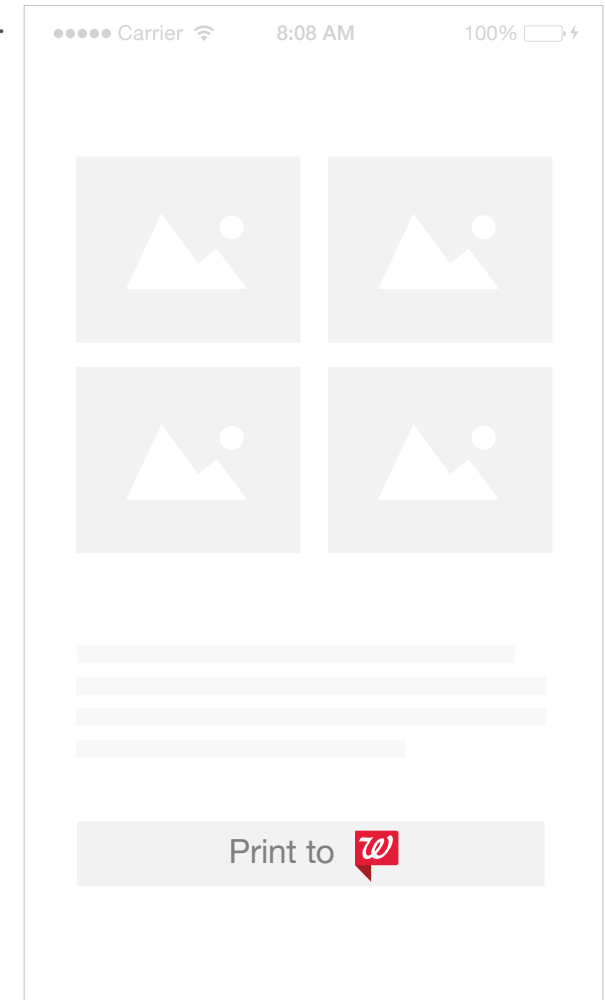
To the right are some button designs and treatments we no longer recommend. Current guidelines call for keeping it simple by utilizing the native device fonts to represent Walgreens Photo service.

### Action Button Scenarios Not Recommended

1.



2.





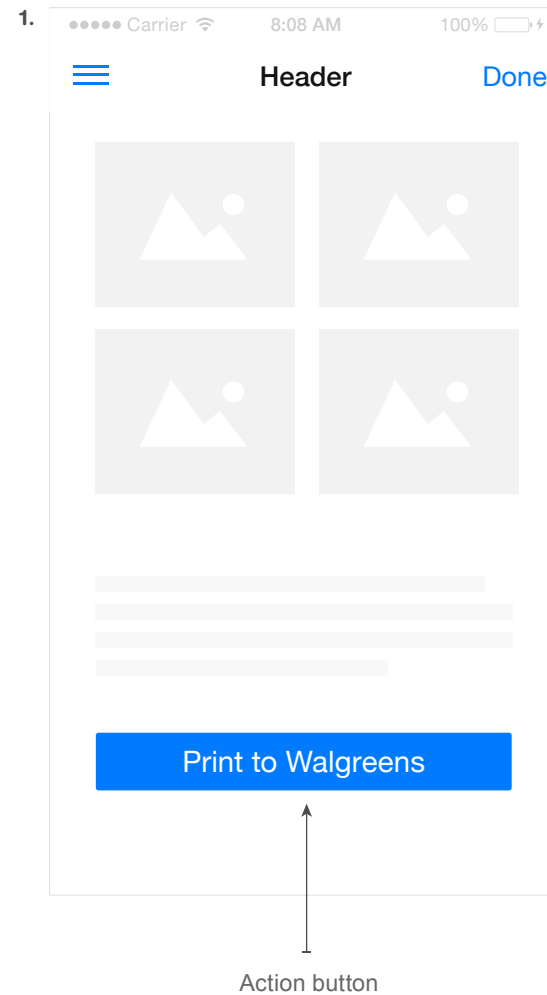
# Walgreens Photo API Integration

Mobile UI Guidelines for iOS

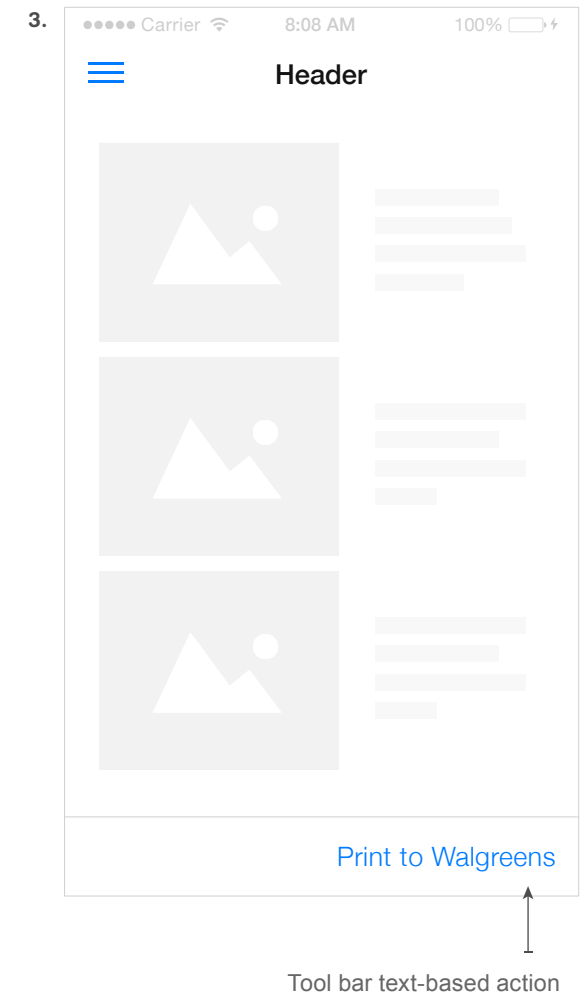
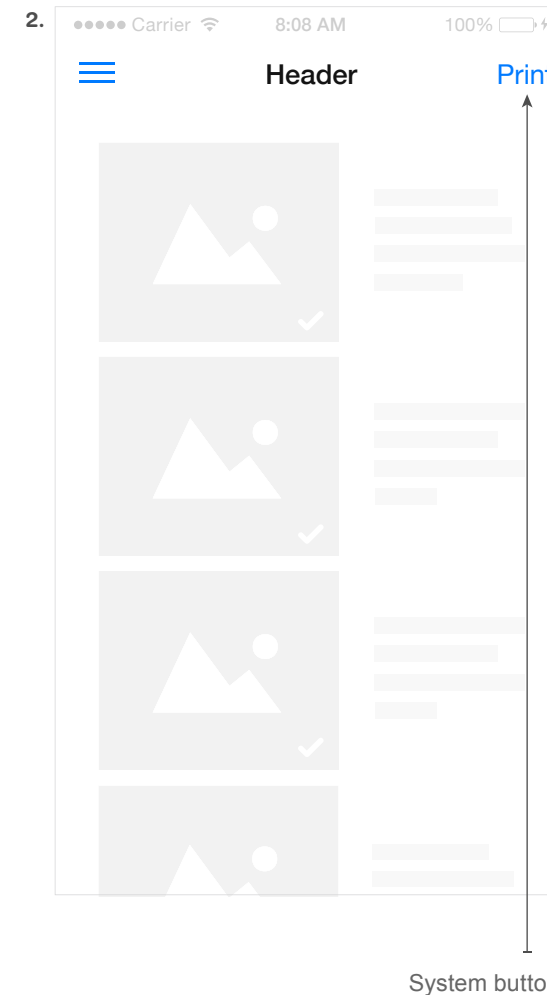
## iOS Button Guidelines

In iOS, an action button may be used to trigger the printing service flow. We recommend following the default iOS standards whenever possible. However, you may also consider creating a button within the UI to represent "Print to Walgreens" (1). If space is limited, "Print" (2) using the iOS system layout is acceptable. If your app's flow layout calls for a tool bar text-based action, "Print to Walgreens" (3) should be used as space allows. In turn, these actions should give the user access to the Walgreens Photo printing service through the API.

### App UI Button



### iOS - System Action Button





# Walgreens Photo API Integration

Mobile UI Guidelines for Android

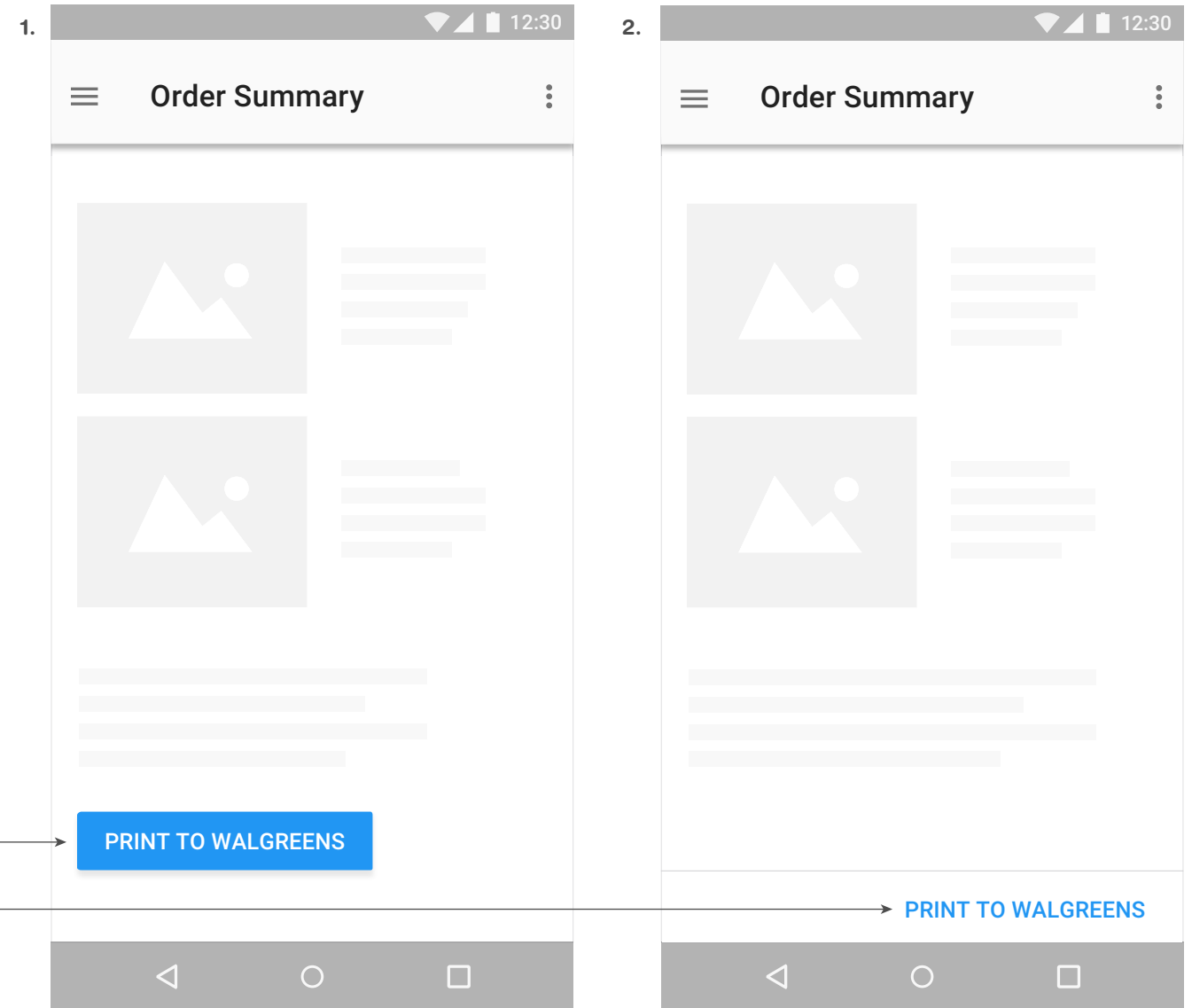
## Other Action Button Examples

### Android Button Guidelines

Android buttons representing "Print to Walgreens" must follow the recommended action button language guidelines laid out earlier in this section.

### Raised and Flat Buttons

Android's selection of native buttons allows for unique layouts that can help the user perform an action. Here you can see examples of "Raised"(1) and "Flat"(2) buttons you can apply to your app.





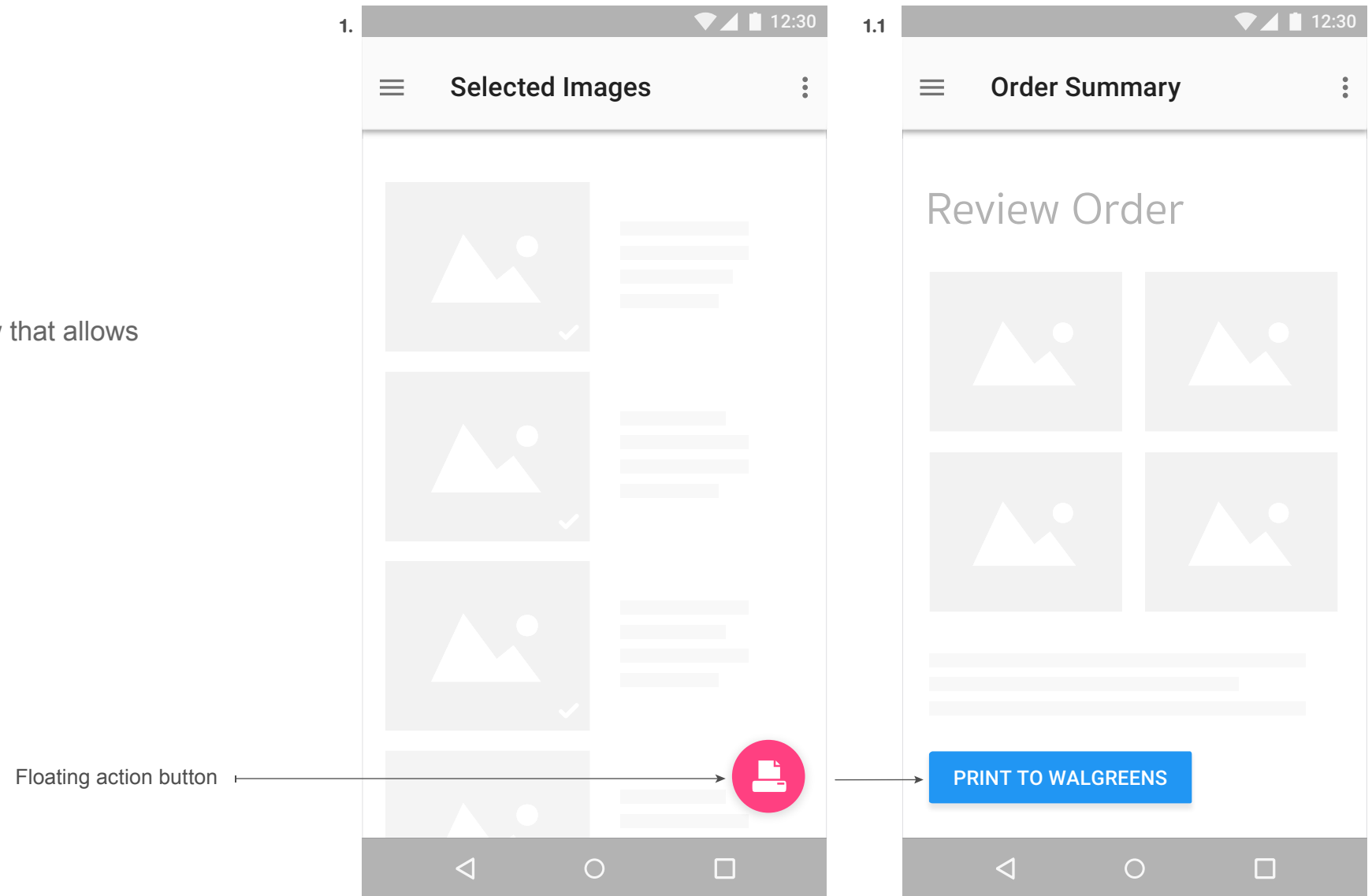
# Walgreens Photo API Integration

Mobile UI Guidelines for Android

## Floating Action Button

The floating action button, or **FAB (1)**, must trigger the flow that allows the user to **"Print to Walgreens"(1.1)**.

Floating Action Button Example



## Contact Information

Walgreens Photo API



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