

*Walgreens*

Balance® Rewards  
Guide for 3rd Party Partners

Version 1.0 – July 2014

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Balance Rewards

## statement of purpose

This document clarifies the relationship between Walgreens and our loyalty program Balance® Rewards.

It shows how Balance Rewards should appear in marketing materials for partner apps and websites.

This document includes basic tools such as logos and messaging that 3rd Party Partners can use to make small updates to their app and/or website. Updated creative must be approved by Walgreens.

This document does not include typographic specifications and button styles – the assumption is that 3rd Party Partners will maintain the look and feel of their page design.

# program overview

Customers must have (or create) a Walgreens.com account to join Balance Rewards. Members get points when they purchase featured items, refill prescriptions and for the healthy choices they make every day. Points can be redeemed for savings in store and online.

### Points offers for healthy choices

- Get 250 points when you sync a fitness tracker or app
- Get 250 points when you set your first healthy goal
- Get 20 points for every mile you walk, run or cycle
- Get 20 points for tracking your weight
- Get 20 points per Blood Pressure Test and Blood Glucose Test

<b>WALKING, RUNNING AND CYCLING</b>		<b>20</b> POINTS/MILE*
<b>WEIGHT TRACKING</b>		<b>20</b> POINTS/LOG*
<b>BLOOD PRESSURE TEST</b>		<b>20</b> POINTS/TEST*
<b>BLOOD GLUCOSE TEST</b>		<b>20</b> POINTS/TEST*
<b>SET FIRST HEALTHY GOAL</b> One-time reward per member.		<b>250</b> POINTS/FIRST GOAL*
<b>LINKED DEVICE OR APPLICATION</b> One-time reward per device, maximum 500 points per month.		<b>250</b> POINTS/DEVICE*
<b>FREQUENT ACTIVITIES</b>		<b>20</b> POINTS/LOG*

# enterprise branding

## Walgreens Brandmark & Icon

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.

The icon does not need to adhere to any clearspace guidelines. Do not alter the icon in any way. Use only approved Walgreens artwork for both the brandmark and the icon.

### Brandmark

corporate red  
HEX: #E31837



black



### Icon

corporate red



### Reversed Mark

white on corporate red



white on black



### Clear Space



### Minimum Size



## Duane Reade Brandmark

There are two standard configurations of the Duane Reade brandmark – Horizontal, and Compact. The Horizontal Duane Reade brandmark is the primary expression of the Duane Reade brandmark and is to be used in most applications. The Compact Duane Reade brandmark Alternate is the tertiary expression of the Duane Reade brandmark and is only to be used when the preferred Vertical Duane Reade brandmark 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 brandmark 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 brandmark.

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 brandmark.

Do not alter the brandmark in any way. Use only approved Duane Reade artwork.

### Brandmark

#### Horizontal - Primary Expressions



#### Compact - Secondary & Tertiary Expressions



### Color Usage

Black  
HEX: #330000

White  
HEX: #FFFFFF



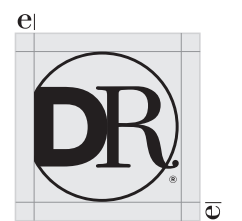
Red  
HEX: #E51937



### Clear Space



Horizontal Duane Reade Brandmark  
Protective Clear Space



Compact Duane Reade Brandmark  
Protective Clear Space

# loyalty branding

## Colors



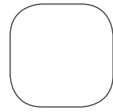
R:0 G:155 B:218  
#009ad9



R:186 G:217 B:242  
#b9d8f1



R:148 G:201 B:71  
#93c847



R:255 G:255 B:255  
#ffffff



R:187 G:189 B:192  
#bbbd00



R:88 G:88 B:91  
#58585b

## Typography

HELVETICA NEUE LT STD 45 LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

HELVETICA NEUE LT STD 55 ROMAN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

HELVETICA NEUE LT STD 75 BOLD  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

HELVETICA NEUE LT STD 77 BOLD CONDENSED  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# additional visual assets

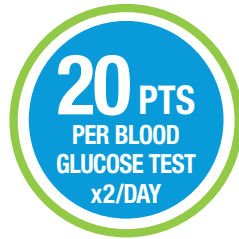
Walking, running  
and cycling



Blood pressure test



Blood glucose test



Linked device



Setting first goal



Frequent activity and  
weight tracking



Add the following message to the general disclaimer when the "linked device" slug is used:

One-time reward per device, maximum 500 points per month.

Add the following message to the general disclaimer when the "first goal" slug is used:

One-time reward per member.



# sample integration

## When primary graphic is “W icon”

### headline

Walgreens

### recommended body copy

Include the entire name “Balance® Rewards”

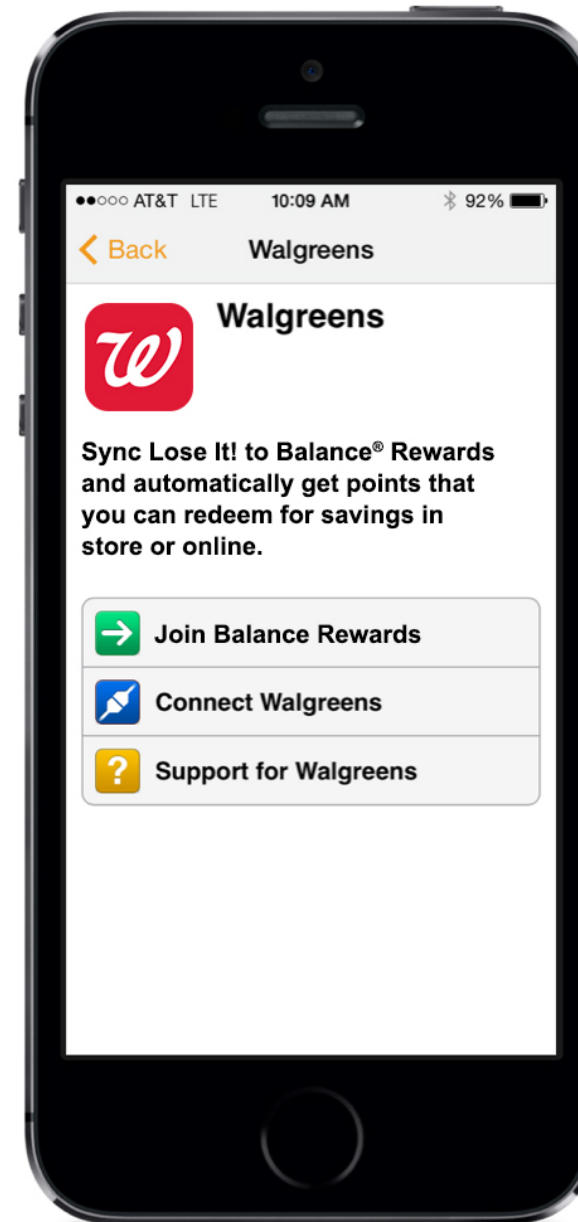
### example:

Sync Lose it! to Balance® Rewards. Automatically get points that you can redeem for savings in store and online.

### calls to action

Join Balance Rewards ›

Connect Walgreens ›





# sample integration

## When primary graphic is “Walgreens brandmark”

**recommended headline**

Balance® Rewards

**subhead**

by Walgreens

**recommended body copy**

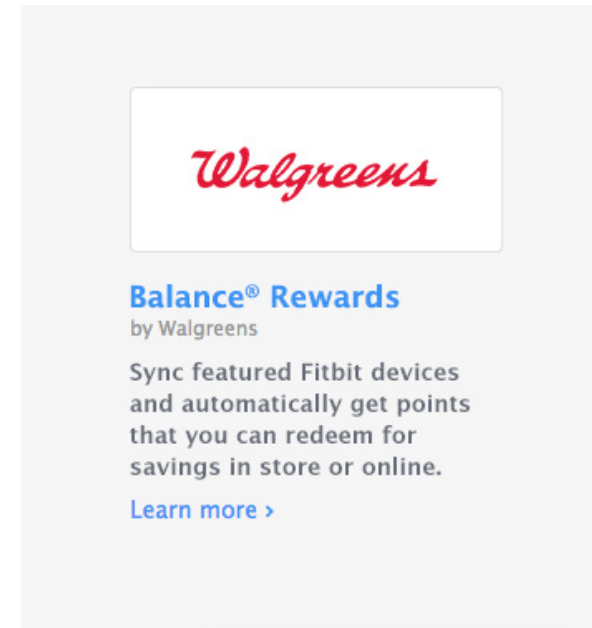
With the full program name in the headline, do not spell it out again in body copy.

example:

Sync featured Fitbit devices and automatically get points that you can redeem for savings in store or online.

**calls to action**

[Learn more >](#)



# Balance Rewards sample integration

## Details page

### recommended headline

Balance® Rewards

### subhead

by Walgreens

### recommended body copy

If you are able to fit the full program name in the headline, there is no need to spell it out again.

example:

Automatically get points for your healthy choices like walking and running. You can also get points for blood pressure tests, blood glucose tests, cycling, weigh-ins, and more. Redeem your points for savings the next time you checkout at Walgreens.

### call to action

Get started ›.

Join now ›.

The screenshot displays the Fitbit website's 'Balance Rewards' integration by Walgreens. At the top, the Fitbit logo is on the left, and navigation links for 'Products', 'STORE', 'Buzz', and 'Social' are on the right, along with 'Get Started' and 'Log in' links. Below the navigation, a 'Back to the gallery' link is visible. The main content area features a large banner for 'Steps with Balance Rewards' with a 'Get started' button. Below the banner, there's a video player showing Alison Swerney introducing the program, with a 'Get started' button. To the right of the banner, the text reads: 'Balance Rewards by Walgreens. Automatically get points for your healthy choices like walking and running. You can also get points for blood pressure tests, blood glucose tests, cycling, weigh-ins and more. Redeem your points for savings the next time you checkout at Walgreens.' Below this text is a 'Get Started' button and a 'Platforms' dropdown menu. The bottom section of the page is divided into four columns: 'Products' (listing Flex™, Zip™, One™, Force™, and Aria™), 'Services' (listing Mobile Apps, Premium Reports, App Gallery and Partners, and Developer APIs), 'Help' (listing Fitbit Online Help, Returns and Warranty, Setup and Downloads, Supported Syncing Devices, and Device Help), and a footer area with the Fitbit logo, 'About Fitbit', 'Blog', 'Jobs', and a language selector set to 'United States (change)'. The footer also includes copyright information: '©2014 Fitbit Inc. All rights reserved. Privacy Policy Terms of Use Recall/Safety info'.

Balance Rewards for healthy choices  
copy direction

## Messaging

Approved
Balance® Rewards
Make every healthy choice rewarding Get points for the healthy choices you make every day Get Balance® Rewards points for your healthy choices, redeem your points for savings in store or online.
Get points Earn points
Automatically earn points
Redeem your points for savings in store or online.

## Trademarks Usage

Balance® Rewards (first mention only)

## Approved Calls to Action

Get started ›

Learn more ›

Join now ›

Join Balance Rewards ›

Connect now ›

Sync now ›

## Membership vs Account

In digital applications, “membership” and “account” are distinct. If we asked users to register for a Walgreens “account,” then link their Balance Rewards “account” to the “account.” This becomes confusing and overly complicated. Linking a Balance Rewards “membership” to a Walgreens “account” clearly communicates the transaction.

thank you

For any questions, please contact [devportal@walgreens.com](mailto:devportal@walgreens.com).