

RetailMeNot
Brand Book

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Our Mission

RetailMeNot



**We bring people
and the things they love
together through
the power of savings.**

**We connect customers with
deals for the brands, retailers
and restaurants they love.**





**We create content and the tools
that drive positive savings
experiences, excitement and
loyalty for consumers.**

What is RetailMeNot?

RetailMeNot

**RetailMeNot is the ultimate savings destination
for shopping online or in the stores.**



We power customers with savings on our site and blog, in our app, with our RetailMeNot Deal Finder browser extension and RetailMeNot Everyday paper coupons.

**With thousands of coupons
and deals, RetailMeNot makes
it easy to save at your favorite
brands, stores and restaurants.**



Brand Manifesto

RetailMeNot

At RetailMeNot, we believe you should be able to ...

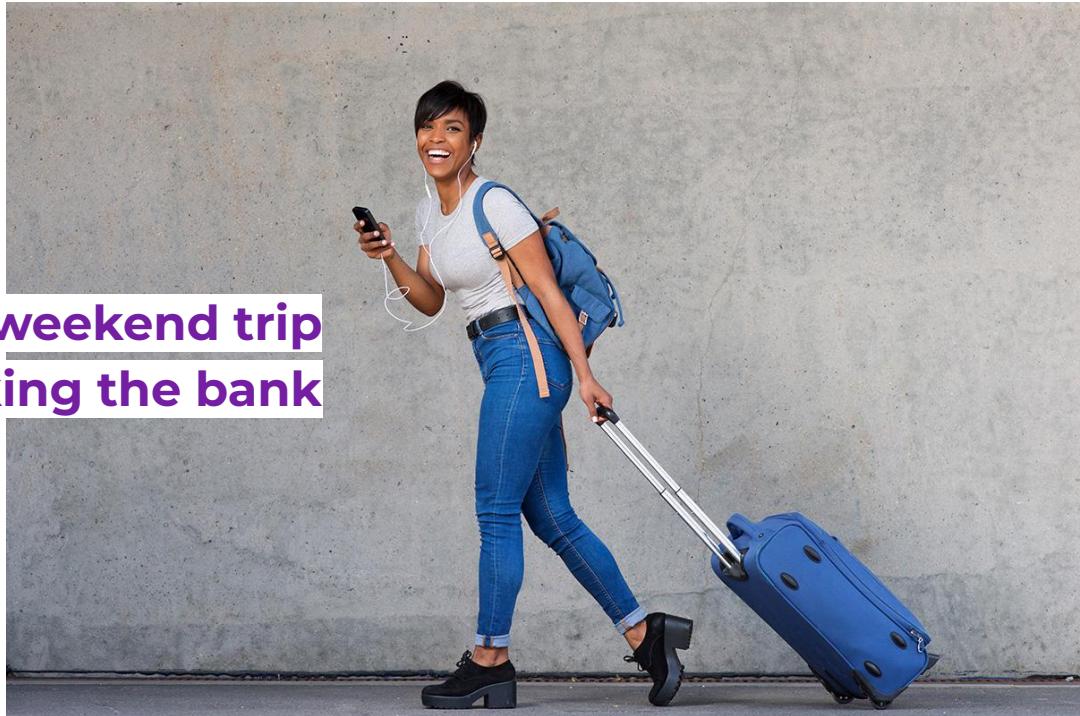
... indulge in some "me" time without bathing in guilt





... go to the mall without going broke

**... break away on a weekend trip
without breaking the bank**





**... dash through holiday shopping
without running out of money**

... delight in a family dinner without a side of debt





... buy groceries so you can feed more and fret less



**... pick up prescriptions
without paying painfully high prices**



**... we believe you should get
everything your cart desires.**

**We're here to make
everyday life more affordable.**

Purpose & Positioning

RetailMeNot

What We Stand For

Bringing people and things they want together through savings.



**We do this by being helpful,
intelligent and innovative
for our shoppers and partners.**

Key Insight & Need

Today, our arsenal of savings resources is larger—and more complex—than ever. With all the deals & tools out there, in addition to the time it takes to sift through it all, even the savviest shoppers can get discouraged. Ideally, customers will be spending less time seeking and more time saving on the things they want.

Emotional Offering

Enjoy savings made simple.



Functional Offering

**Your destination to easily save
on the things you want.**



Proof

Maximize savings, minimize effort.

Save every time with deals for more occasions:
clothing, grocery, travel, prescriptions, Mother's Day, etc.

Save everywhere with easy access to deals at the stores
you love, both online and in store.

Save as much as possible with a variety of savings
tools all in one place: coupons, cash back deals, Deal
Finder, Everyday, RxSaver and more!

Brand Book
Purpose & Positioning
Confidential

Our Personality

RetailMeNot

Our personality traits are associated with what deal seekers expect to see—from a trusted company—during their shopping journey. Each trait should be used to create consistent, successful and customer-centric experiences that encourage shoppers to return again and again.

Our personality in five words:

Friendly: kind, easy-going, sociable | we are easy to use/understand

Helpful: useful, of service, lends a hand | we make saving money easier to do

Reliable: consistent, trusted, dependable | we can be counted on

Savvy: knowledgeable, wise, resourceful | we are the know-how in savings

Playful: fun, energetic, animated | we delight our customers along the way

Friendly should come through in every interaction and touchpoint with customers. We're easy to engage with. We live and love to help people save money.

Think of us as that one BFF you can't live without—the one who gives you solid savings advice and always knows where the best deals are.



Helpful is an important trait that encourages customer success throughout every stage of their savings journey.

Make it easy for ***anyone*** to use our products and save money every time they visit. We're human—explain things like you would to a friend. Avoid using unfamiliar tech terms.





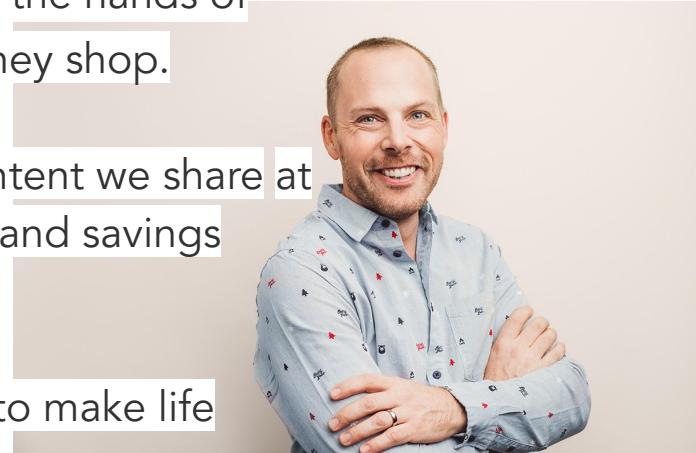
Being **Reliable** is why our customers come back. And it's our reason for being. Build that trust in our products and interactions.

Anticipate needs and address or iterate on them. It's imperative we're consistent across all properties.

Being **Savvy** means we get savings in the hands of our customers wherever and whenever they shop.

It's our knowledge, expertise and the content we share at all touchpoints. It's the codes, cash back and savings advice we love to share.

It's the innovations we build to continue to make life more affordable.





Our **Playful** side celebrates success, builds excitement and creates surprise-and-delight moments.

Saving money is a big deal. Customers should feel that excitement! Let's give them reasons to celebrate, brag about or simply feel satisfied about spending less and earning rewards.

Tone

RetailMeNot



Friendly
Helpful
Reliable
Savvy
Playful

Friendly: We are approachable | We do not alienate

Helpful: We build paths to savings success | We do not get in the way

Reliable: We are clear and trustworthy | We are not vague or confusing

Savvy: We are savings experts | We are not incompetent or ineffective

Playful: We are fun and clever | We are not condescending

Copy Style & Voice

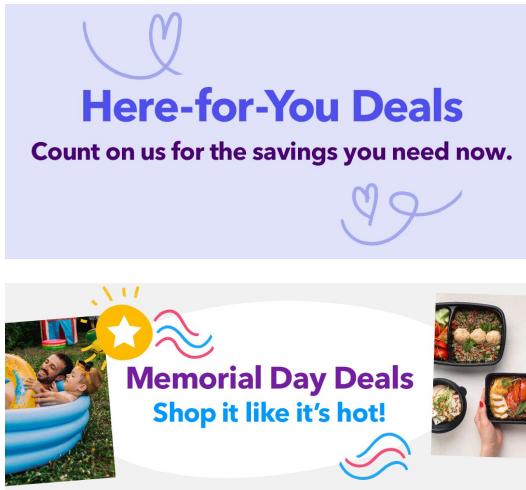
RetailMeNot

- 1. Copy Examples**
- 2. Marketing Claims**
- 3. Preferred Tech Terminology**
- 4. AP Style**

1

Copy Examples

Ad examples



Welcome email 1

More Ways To Save

Score Instant Savings
Stop searching. Start saving. Our RetailMeNot Deal Finder™ does all the work for you! It automatically applies codes and cash back at checkout.

Add to Browser

Get Paid to Shop
Our community earns close to \$10 per \$100 spent with RetailMeNot Cash Back...and you could, too. Once approved, you can easily cash out via PayPal or Venmo!

Get the App

Evergreen

Save on Everything

Save Big at Stores You Love

Shop. Save. Repeat!

It's Kind of a Big Deal

Save to Your Cart's Content

Seasonal

New Year, New Deals

Deals Yule Love

Cyber Week Turn-Up!

Get Black Friday Ready

Your Hall Pass to Great Deals

Our Marketing Claims

These claims have been approved by Legal. Our most successful claims lean on ease of use. For the most up-to-date list of approved claims go [**HERE**](#).

Brand: **“You could save \$20 in 20 seconds.” | “500,000+ coupons for more than 50,000 brands”**

Seasonal: **“Up to xx% off” Claims**

Up to 80% Off: January: New Year & MLK

Up to 75% Off: Spring Black Friday, Halloween, Black Friday, Cyber Monday, Last-Minute Holiday, After-Christmas

Up to 70% Off: Super Bowl (Big Game), Valentine’s Day, Spring Deals (Pt. 1 and 2), Tax Day Deals, Memorial Day, Father’s Day, Summer Savings, 4th of July, Prime Day, Back to School, Fall Preview, Fall Savings, “General” Holiday (12/3–12/16)

Up to 65% Off: Mother’s Day, Labor Day

(Claims are verified by the Content Insights team)

Cash Back: **“With cash back, shoppers earn an average of \$10 per order.”**

“We’ve paid our members \$27,000,000 and counting!”

Our Preferred Tech Terminology

Here are the RetailMeNot spelling and capitalization rules for some common and not-so-common terms.

cash back,

cash back offers (NOT capitalized)

download

eBay

e-book, e-book reader, e-reader

email

cellphone

Facebook

Google, Googling, Googled

hashtag

healthcare

homepage

IM (IMed, IMing)

in-store (*adjective*), in store (*noun*)

*Ex: in-store offers (*adjective*), buy online or in store (*noun*)*

internet (not capitalized)

iPad, iPhone, iPod

LinkedIn

login (*noun, adjective*), log in (*verb*)

Ex: Log in to your RetailMeNot account

Presidents Day (*no apostrophe*)

sign-up (*noun, adjective*), sign up (*verb*)

sitewide

social media

smartphone

Twitter, tweet, tweeted, retweet

World Wide Web, the web, website,
webpage, web address, web browser

Associated Press Stylebook/AP Style

Grammar, Punctuation and Capitalization

We follow the Associated Press Stylebook, which provides an A-Z guide to issues such as capitalization, abbreviation, punctuation, spelling, numerals and many other questions of language usage. In addition, we use the Merriam-Webster Unabridged Collegiate Dictionary. Make sure to select "Collegiate Dictionary" in the pull-down menu.

Note: Both require subscriptions (however, the dictionary comes with an AP Style subscription).

Visual Style

RetailMeNot

Visual Style: Guidelines

(see examples across following pages)

Always:

Prioritize illustrations over images when used in experiences near merchant imagery

Use images/illustrations that are friendly, helpful and reliable

Use images/illustrations that evoke feelings of ease or simplicity

Use images that celebrate diversity

Prioritize Avenir Next Bold font weight

Other weights can be used as necessary to delineate from Bold

Other fonts should be used very selectively

Often:

Overlay images with illustrations and/or hand-drawn elements

Overlay images with or crop them into organic shapes

Use organic shapes as backgrounds to spot illustrations or images for dimension

Use cut-out product images paired with a brand background color

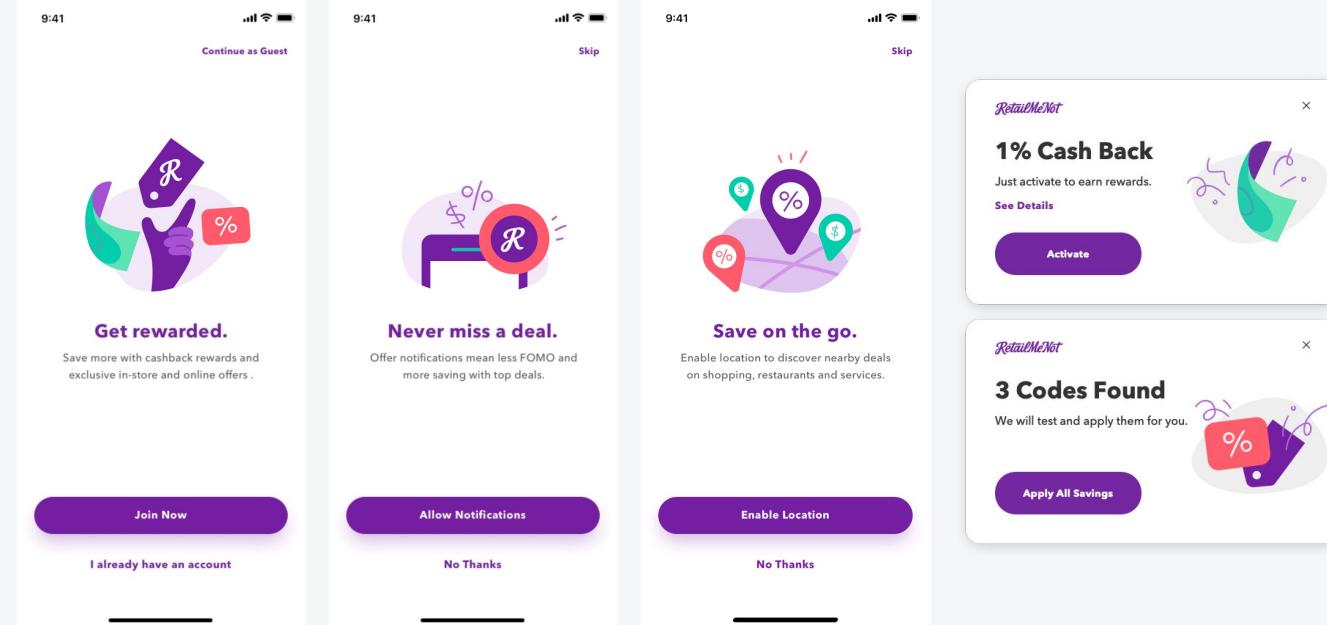
Set Avenir Next tracking to -20 (-30 or even -40 at larger pt sizes)

Additional negative kerning between numbers may be necessary

Brand Book
Look & Feel
Confidential

Visual Style: Examples

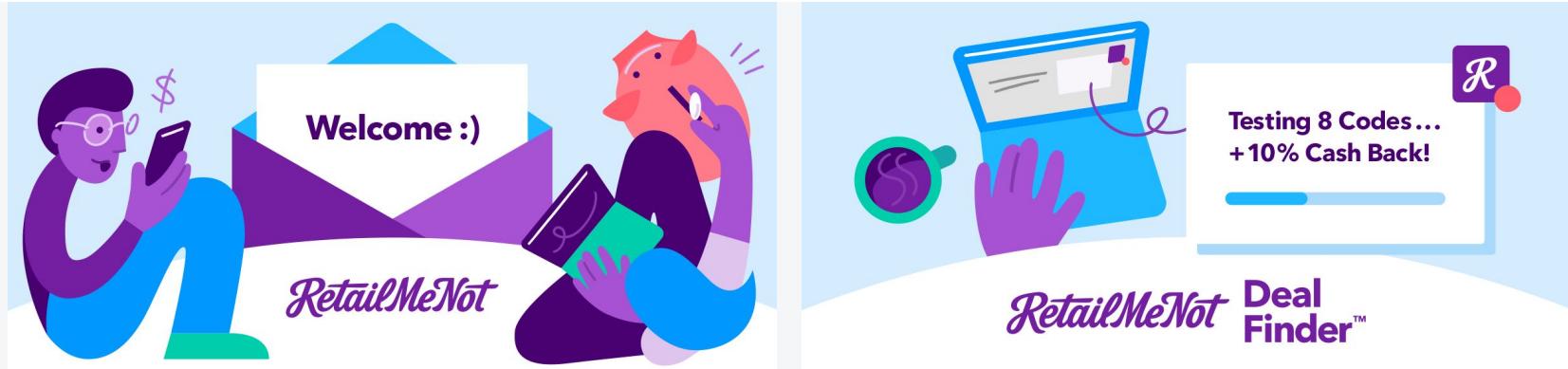
Product, App & Deal Finder (2020)



Example use of spot illustrations with organic background shapes and preferred Avenir Next font weights.

Visual Style: Examples

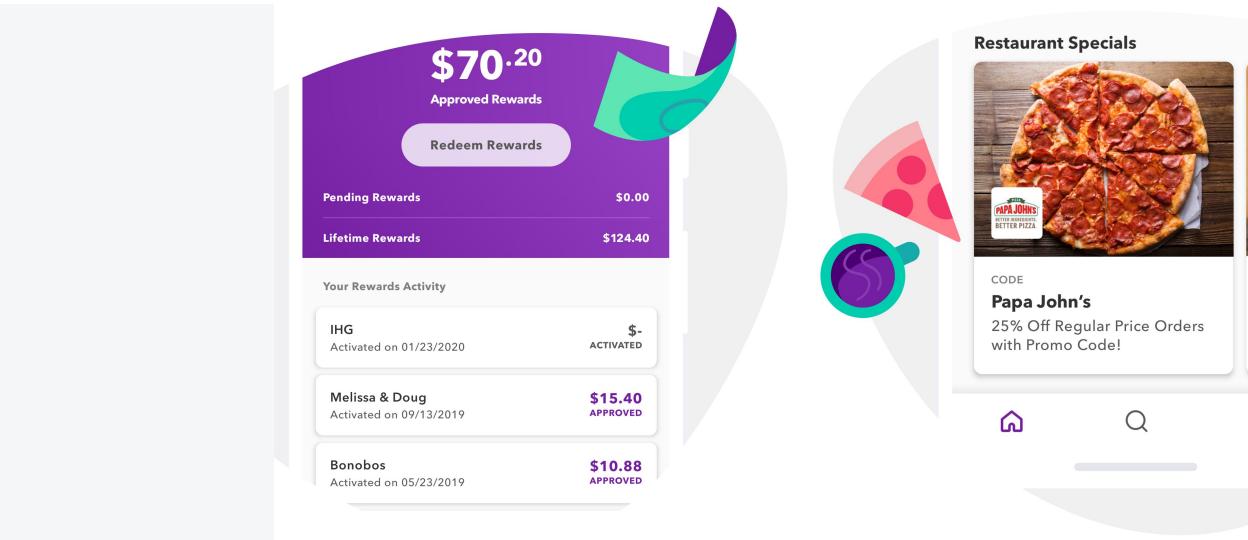
Product & Marketing, Email (2020)



Example use of illustrations and preferred Avenir Next font weights.

Visual Style: Examples

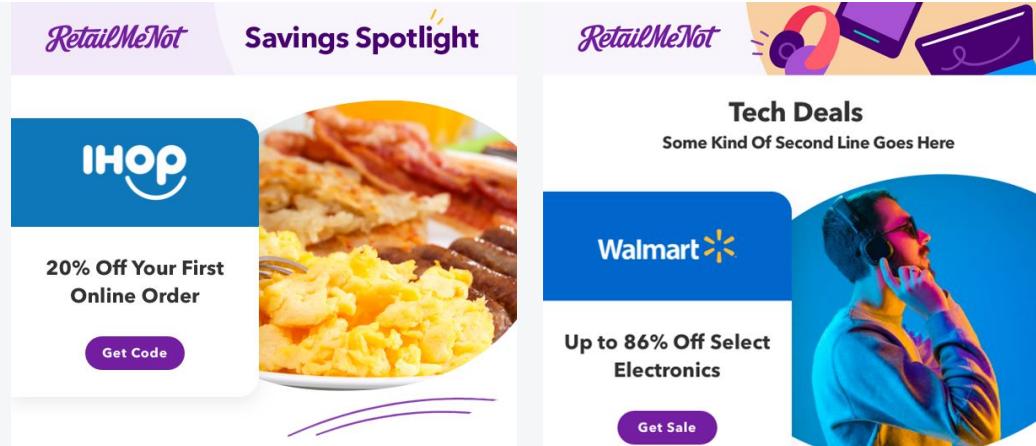
Product & Marketing, Email (2020)



Example use of overlaying images with illustrations and images cropped into organic shapes.

Visual Style: Examples

Product & Marketing, Email (2020)



Example use of illustrations, hand-drawn elements, images cropped into organic shapes and preferred Avenir Next font weights.

Visual Style: Examples

Product & Marketing, Seasonal (2020)



Example use of overlaying images with illustrations, images cropped into organic shapes and preferred Avenir Next font weights.

Visual Style: Examples

Marketing, Social Profile Illustrations (2020)



Example use of illustrations.

Visual Style: Examples

Marketing, Print (2020)



**Saving Money is
Now More Important
Than Ever.**

Get deals on everything you need, from stay-at-home essentials to delivery and takeout.

Save at the stores you love—200k+ offers for 15k+ brands.

Earn money while you shop with 100s of cash back offers.

Let us help you out while you stay in.

Visit RetailMeNot.com or Download the free app

RetailMeNot
Here-for-You Deals

Download on the App Store
GET IT ON Google Play

Example use of overlaying images with hand-drawn elements, images cropped into organic shapes and preferred Avenir Next font weights.

Visual Style: Examples

Marketing, Blog (2020)



Example use of cut-out product images paired with brand background colors and organic background shapes.

Visual Style: Examples

Internal (2020)



Example use of illustrations and preferred Avenir Next font weights.

Visual Style: CTA Button Use

[Click to download our current display and social PSD templates](#)

Each template already has our logo and CTA button (when applicable) included at desired size per asset, and in preferred location. Logo and CTA should not be scaled, but can be moved. If CTA copy changes, the button width may be adjusted to fit, but still not scaled overall so that the corner radius is not affected.

Questions or missing templates? Please reach out to bamf_design@rmn.com

Full Palette, Marketing & Internal

Generally ordered here in order of importance



Purple-Dark
Hex: #4a0072
CMYK: 84/100/19/16
Pantone: TBD



Purple
Hex: #741fa2
CMYK: 68/96/0/0
Pantone: 266 C



Purple-Light-A
Hex: #a751d4
CMYK: 49/76/0/0
Pantone: 528 C



Purple-Light-B
Hex: #cc87e6
CMYK: 27/51/0/0
Pantone: TBD



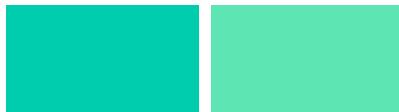
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Pantone: TBD



Purple-Light-D
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CMYK: 3/8/0/0
Pantone: TBD



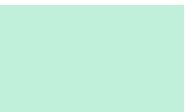
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Pantone: TBD



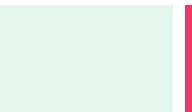
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CMYK: 69/0/45/0
Pantone: 3533 C



Green-Light-A
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CMYK: 53/0/43/0
Pantone: TBD



Green-Light-B
Hex: #c0efda
CMYK: 23/0/19/0
Pantone: TBD



Green-Light-C
Hex: #e3f5ec
CMYK: 10/0/8/0
Pantone: TBD



Coral-Dark
Hex: #f23466
CMYK: 0/93/42/0
Pantone: 191 C



Coral
Hex: #ff5c6d
CMYK: 0/79/44/0
Pantone: TBD



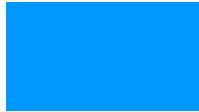
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Pantone: TBD



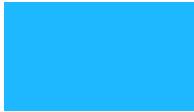
Coral-Light-B
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CMYK: 0/16/8/0
Pantone: TBD

Full Palette, Marketing & Internal

Generally ordered here in order of importance



Blue
Hex: #0098ff
CMYK: 71/35/0/0
Pantone: 2382 C



Blue-Light-A
Hex: #1db8ff
CMYK: 63/12/0/0
Pantone: 2915 C



Blue-Light-B
Hex: #aadafc
CMYK: 30/3/0/0
Pantone: TBD



Blue-Light-C
Hex: #f9f5fc
CMYK: 15/1/0/0
Pantone: TBD



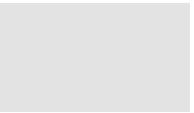
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Pantone: Cool 11 C



Gray-B
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CMYK: 63/55/54/28
Pantone: Cool 9 C



Gray-C
Hex: #808080
CMYK: 52/43/43/0
Pantone: Cool 8 C



Gray-D
Hex: #e3e3e3
CMYK: 10/7/7/0
Pantone: TBD



Gray-E
Hex: #f0f0f0
CMYK: 4/3/3/0
Pantone: TBD



Gray-F
Hex: #f5f6f7
CMYK: 3/1/1/0
Pantone: Cool 2 C

Full Palette, Marketing & Internal

Generally ordered here in order of importance



Yellow
Hex: #ffb900
CMYK: 0/30/100/0
Pantone: 123 C



Yellow-Light-A
Hex: #ffd638
CMYK: 0/14/88/0
Pantone: TBD



Yellow-Light-B
Hex: #fceaac
CMYK: 0/6/39/0
Pantone: TBD



Yellow-Light-C
Hex: #fbf4d8
CMYK: 0/2/17/0
Pantone: TBD



Orange
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CMYK: 0/69/85/0
Pantone: 2025 C



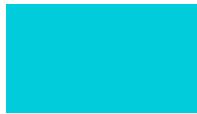
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Pantone: TBD



Orange-Light-B
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CMYK: 0/20/39/0
Pantone: TBD



Orange-Light-C
Hex: #f7e6d2
CMYK: 0/9/16/0
Pantone: TBD



Turquoise
Hex: #00ccdb
CMYK: 66/0/18/0
Pantone: TBD



Turquoise-Light-A
Hex: #5debd9
CMYK: 50/0/22/0
Pantone: TBD



Turquoise-Light-B
Hex: #c0efed
CMYK: 22/0/9/0
Pantone: TBD



Turquoise-Light-C
Hex: #e3f5f4
CMYK: 9/0/4/0
Pantone: TBD

Illustration Palette, Product & Marketing

Primary Colors: shades of purple



Purple
Hex: #741fa2
CMYK: 68/96/0/0
Pantone: 266 C



Purple-Dark
Hex: #4a0072
CMYK: 84/100/19/16
Pantone: TBD



Purple-Light-A
Hex: #a751d4
CMYK: 49/76/0/0
Pantone: 528 C



Purple-Light-B
Hex: #cc87e6
CMYK: 27/51/0/0
Pantone: TBD



Purple-Light-C
Hex: #e0c4ef
CMYK: 11/24/0/0
Pantone: TBD



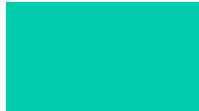
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CMYK: 3/8/0/0
Pantone: TBD



Purple-Light-E
Hex: #f9f5fc
CMYK: 2/3/0/0
Pantone: TBD

Illustration Palette, Product & Marketing

Secondary Colors: greens & corals | Tertiary Colors: blues & grays as neutrals



Green
Hex: #00cdad
CMYK: 69/0/45/0
Pantone: 3533 C



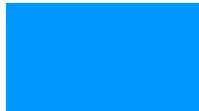
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Pantone: TBD



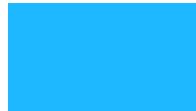
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CMYK: 0/79/44/0
Pantone: TBD



Coral-Dark
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CMYK: 0/93/42/0
Pantone: 191 C



Blue
Hex: #0098ff
CMYK: 71/35/0/0
Pantone: 2382 C



Blue-Light-A
Hex: #1db8ff
CMYK: 63/12/0/0
Pantone: 2915 C



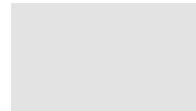
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CMYK: 30/3/0/0
Pantone: TBD



Blue-Light-C
Hex: #f9f5fc
CMYK: 15/1/0/0
Pantone: TBD



Gray-E
Hex: #f0f0f0
CMYK: 4/3/3/0
Pantone: TBD



Gray-D
Hex: #e3e3e3
CMYK: 10/7/7/0
Pantone: TBD



Gray-C
Hex: #808080
CMYK: 52/43/43/0
Pantone: Cool 8 C

UI Palette, Product

Note: Green-Success & Red-Error colors unique to UI palette for accessibility



Purple
Hex: #741fa2
CMYK: 68/96/0/0
Pantone: 266 C



Purple-Light-D
Hex: #f3eaf9
CMYK: 3/8/0/0
Pantone: TBD



Purple-Light-E
Hex: #f9f5fc
CMYK: 2/3/0/0
Pantone: TBD



Purple-Light-A
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CMYK: 49/76/0/0
Pantone: 528 C



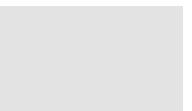
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Pantone: TBD



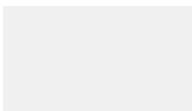
Gray-A
Hex: #323232
CMYK: 70/63/62/59
Pantone: Cool 11 C



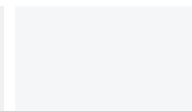
Gray-B
Hex: #595959
CMYK: 63/55/54/28
Pantone: Cool 9 C



Gray-C
Hex: #808080
CMYK: 52/43/43/0
Pantone: Cool 8 C



Gray-D
Hex: #e3e3e3
CMYK: 10/7/7/0
Pantone: TBD



Gray-E
Hex: #f0f0f0
CMYK: 4/3/3/0
Pantone: TBD



Gray-F
Hex: #f5f6f7
CMYK: 3/1/1/0
Pantone: Cool 2 C



Red-Error
Hex: #dd3131
CMYK: 8/95/91/1
Pantone: NA

Brand Font: Avenir Next

[Click to download Avenir Next font family](#)

Please note this font was purchased by the marketing team for RetailMeNot. Usage rights below.

For Marketing, mWeb & Desktop:

Regular, Italic, Medium, Demi-Bold, Bold

For App Only:

Regular, Medium, Bold

Always:

Prioritize Avenir Next Bold font weight

Other weights can be used as necessary to delineate from Bold

Other fonts should be used very selectively

Often:

Set Avenir Next tracking to -20 (-30 or even -40 at larger pt sizes)

Additional negative kerning between numbers may be necessary

Google Slides Presentation Fonts: Montserrat Bold & Avenir

Product Design System

For more information on our site, app and product assets, visit our shared Design System: Coming Soon

Logo & Tagline

RetailMeNot

RetailMeNot Logos

All of our logos can be found here: <https://wiki.rmn.com/display/UX/Logo+Files>

The logo mark (with or without tagline) and the R initial should always, and only, display in either:

Purple (#741fa2), when on white or light backgrounds

White, when on any other background

Never alter the letter forms or distort the horizontal or vertical proportions of the logo mark or R initial.

The logo mark's clear space should be 1/3 the height of the R.



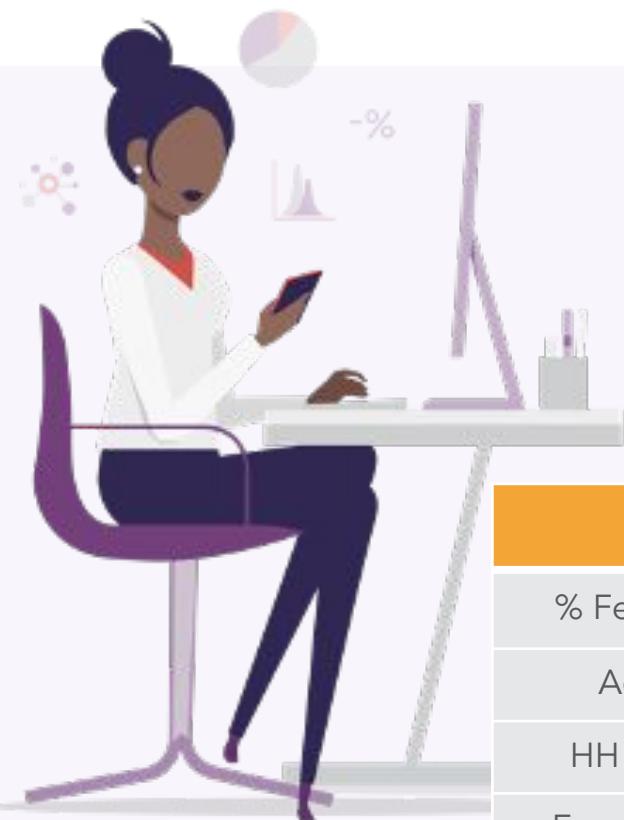
RetailMeNot Logos

Correct Color Use:



Audience & Segmentation

RetailMeNot



Savings Strategist

13%

Passionate about deal-seeking for everyday items and big purchases alike, Jennifer does her research to make sure she's getting the best savings. She has a toolbox of tech tools available to shop frequently—and has fun using it.

Jennifer

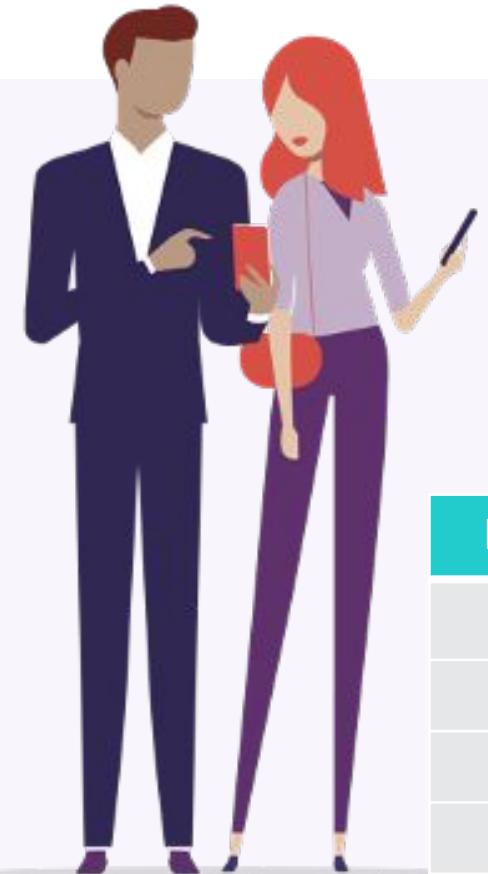
% Female	59%
Age	43
HH Size	3.05
Employed	68%

Unique to segment

- \$1,489 monthly spend
- Shops beauty, restaurant takeout and tickets
- \$245 monthly dining spend

Audience?

- 52% brand awareness
- 44% consideration
- 47% Groupon
- 43% Honey



Savvy Investor

22%

Michael and Emily are committed to making only quality purchases on products that'll last. Frequent shoppers of DTC and slow fashion, they consider deal-seeking smart for big-ticket items, but not necessary or convenient for day-to-day purchases.

Michael & Emily

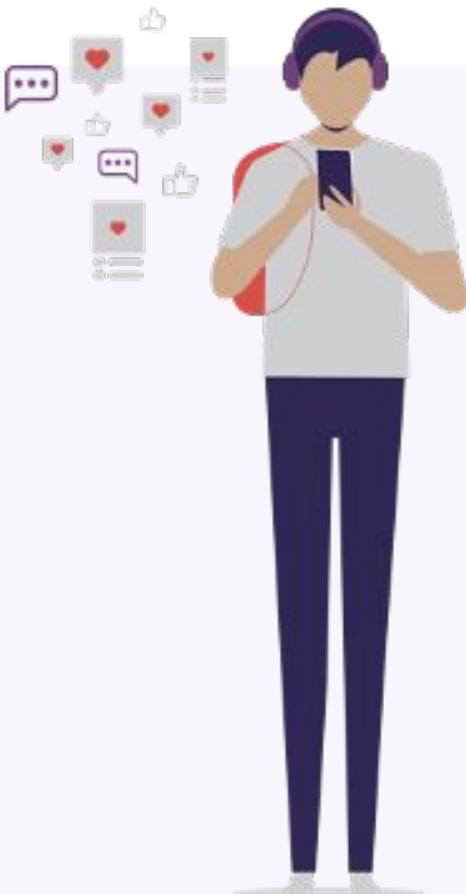
% Female	53%
Age	39
HH Size	3.05
Employed	78%

Unique to segment

- \$1,517 monthly spend
- Buy products, dining + subscription services
- \$404 monthly dining spend

Audience

- 38% brand awareness
- 23% consideration
 - 32% ibotta
 - 29% Rakuten



Trendy Spender

27%

As a member of the sharing economy, Kyle prioritizes experiences and sees shopping in-store as a social activity. He is an impatient, trendy consumer with disposable income who values convenience over savings.

Kyle	
% Male	64%
Age	36
HH Size	3.03
Employed	80%

Unique to segment

- **\$1,977** monthly spend
- Shops social media + fashion rental
- Don't expect what they buy to last long
- **\$354** monthly dining spend

Audience?

- 26% brand awareness
- 12% consideration
- 20% Honey

Brand Architecture

Coming Soon

RetailMeNot

RetailMeNot
Deal Finder™

Coming Soon

The Real Deal

By *RetailMeNot*

Coming Soon

RetailMeNot
Everyday™

Coming Soon

Questions?

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