

*RetailMeNot*

**Brand Book**

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# Our Mission

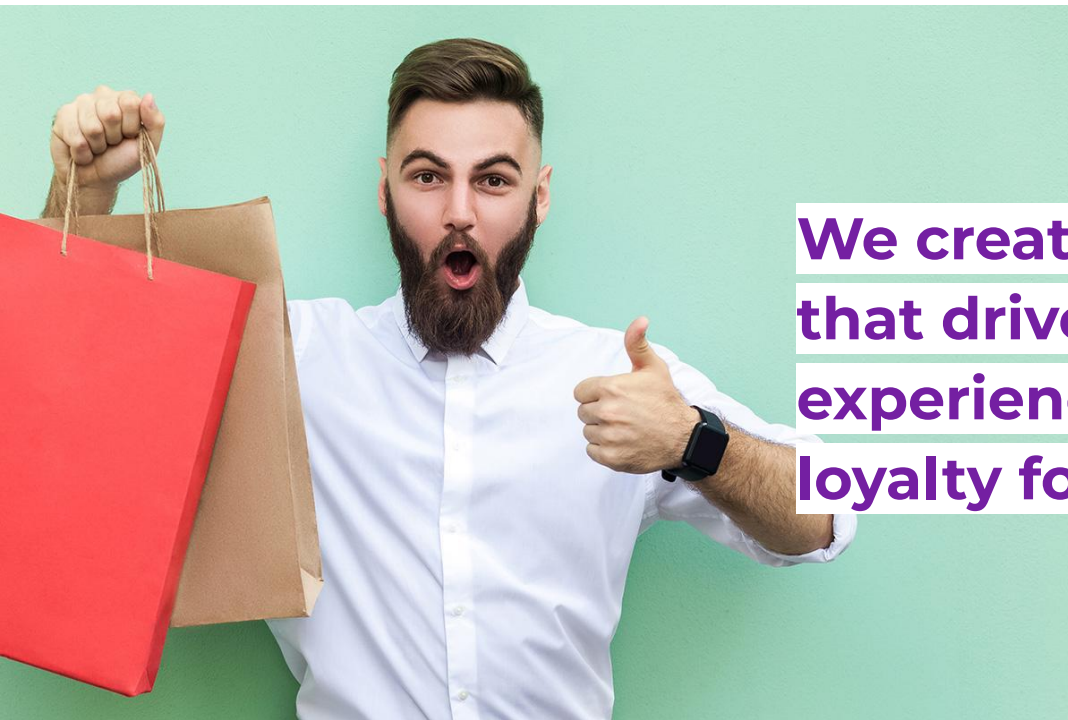
*RetailMeNot*



**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 ...**

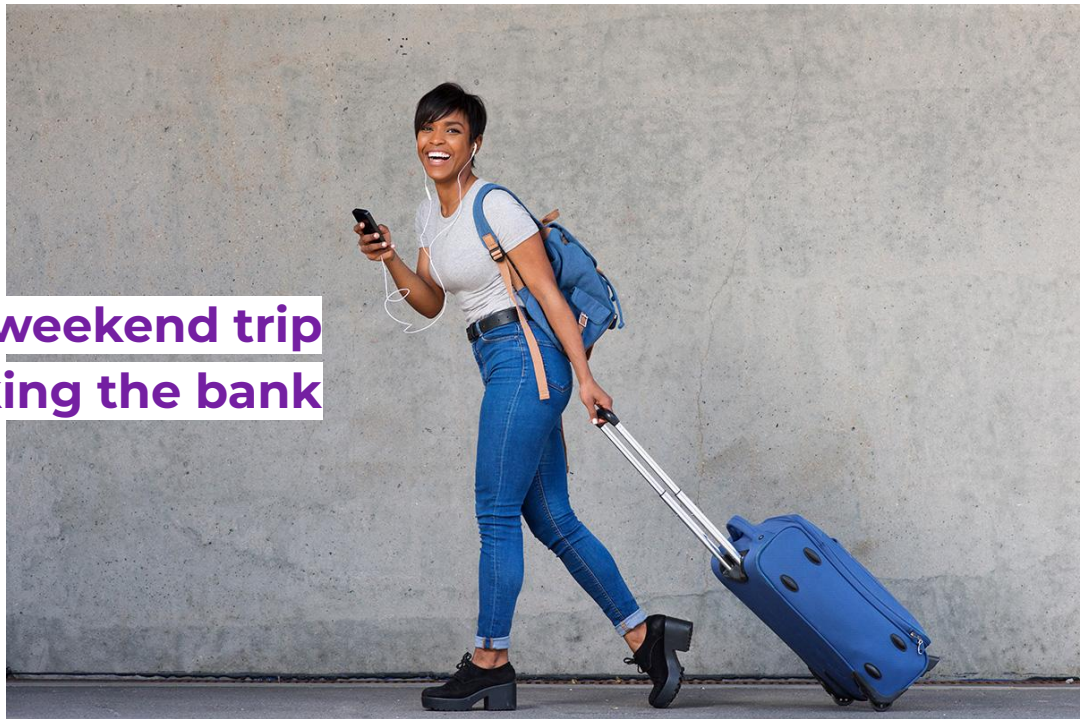
... indulge in some "me" time without bathing in guilt





... go to the mall without going broke

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





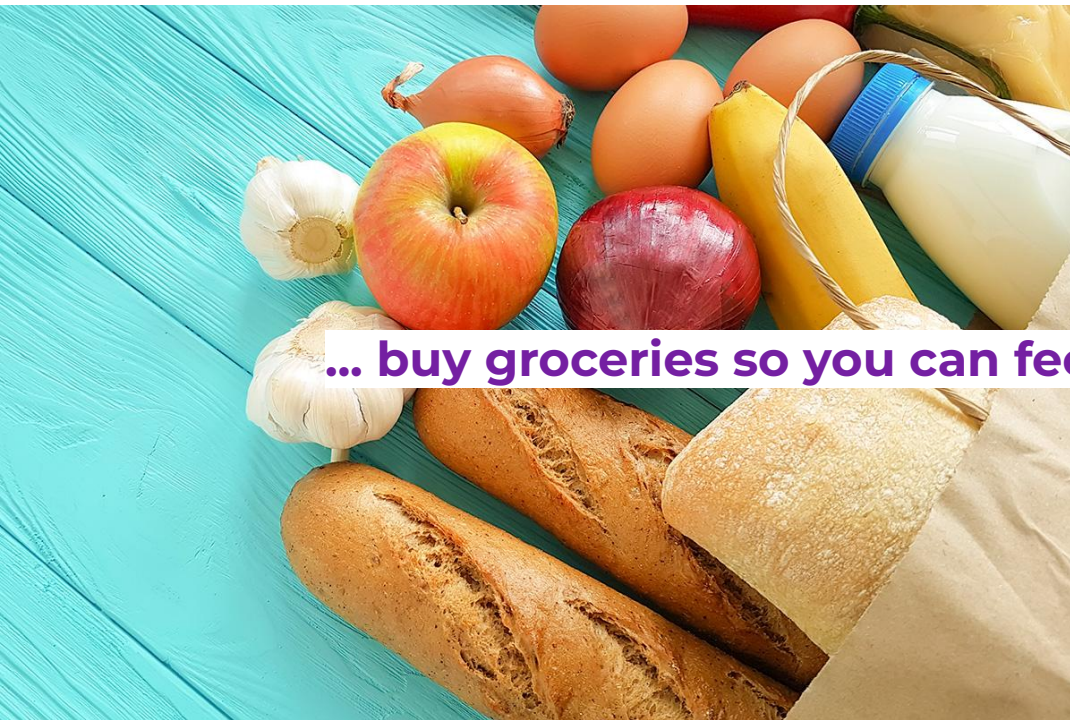


... dash through holiday shopping  
without running out of money



... 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!

# 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

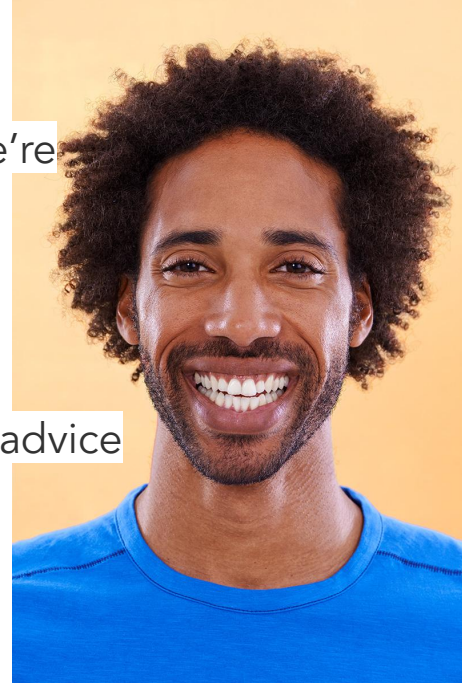
**Reliable:** consistent, trusted, dependable | we can be counted on

**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.







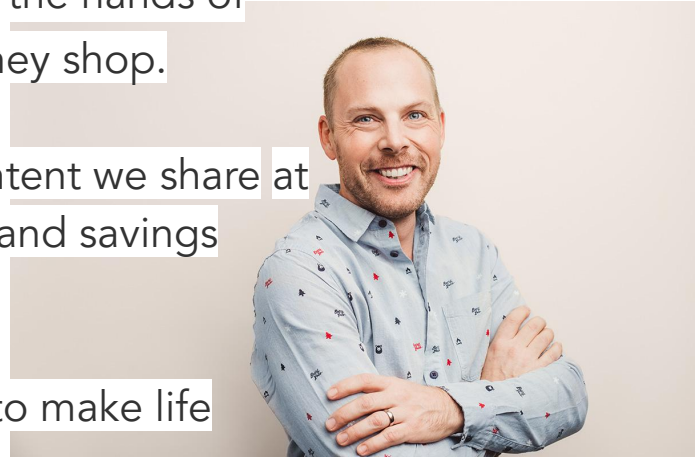
Being **Reliable** is why our customers come back. And it's our reason for being. Build that trust in our products and interactions.

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

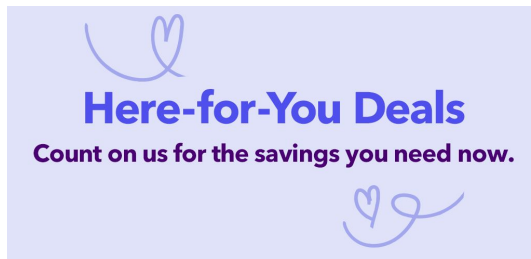
*RetailMeNot*

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

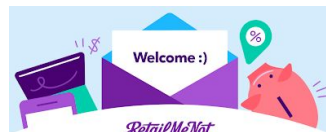


# Copy Examples

## Ad examples



## Welcome email 1



### All the Savings You Need in One Place

Let us do the deal hunting, so you can enjoy discounts on the things you need.

### Enjoy These Special Offers



ONLINE CASH BACK  
**4% Cash Back**  
On Tools



ONLINE CASH BACK  
**1% Cash Back**  
For Online Purchases Sitewide



ONLINE CASH BACK  
**1% Cash Back**  
For Online Purchases Sitewide

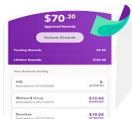
[View More Deals](#)

### 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 on average per order with RetailMeNot Cash Back—and you could, too. Once approved, you can easily cash out via PayPal or Venmo!

[View Cash Back](#)

#### Get Deals Right at Your Fingertips

The RetailMeNot app features more than 220,000 coupons—including 24,000 restaurant deals!

[Get the App](#)



### As Seen On...



We are happy to help you save money every day!

*Your RetailMeNot Team*



## 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

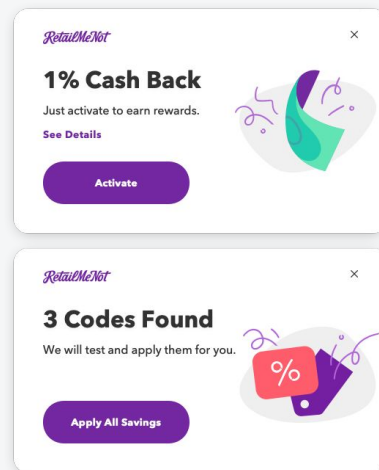
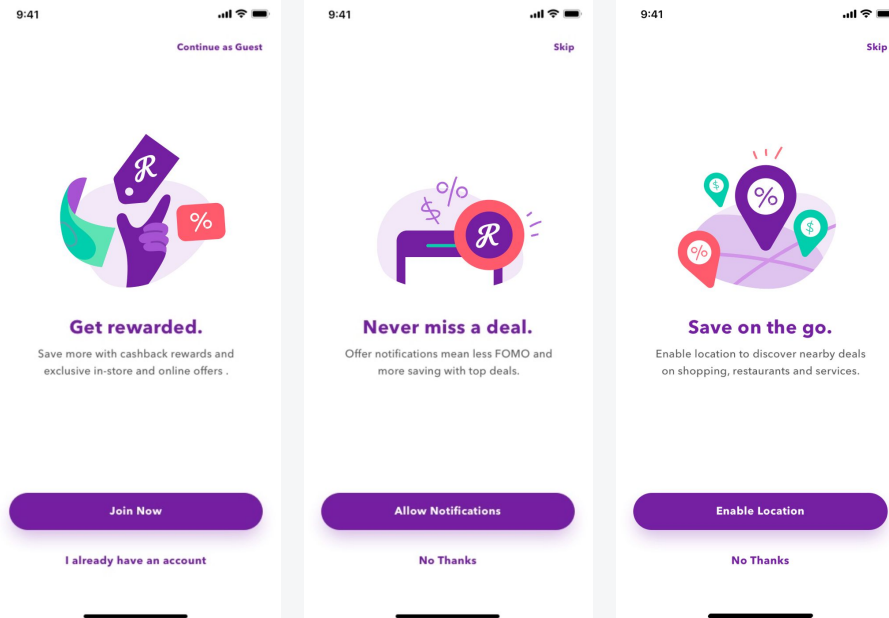
Set Avenir Next tracking to -20 (-30 or even -40 at larger pt sizes)

Additional negative kerning between numbers may be necessary

Brand Book  
Look & Feel  
Confidential

## Visual Style: Examples

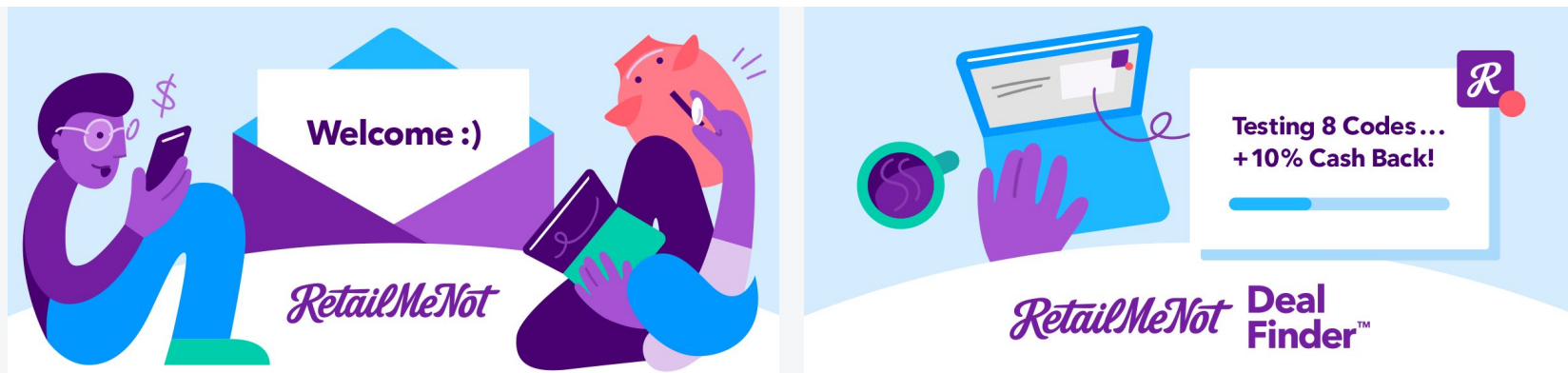
Product, App & Deal Finder (2020)



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

## Visual Style: Examples

Product & Marketing, Email (2020)

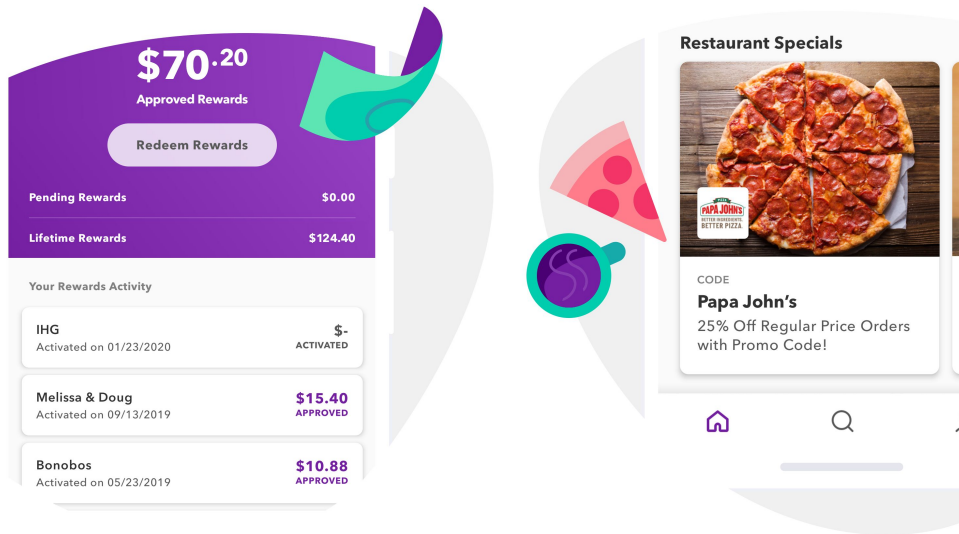


Example use of illustrations and preferred Avenir Next font weights.



## Visual Style: Examples

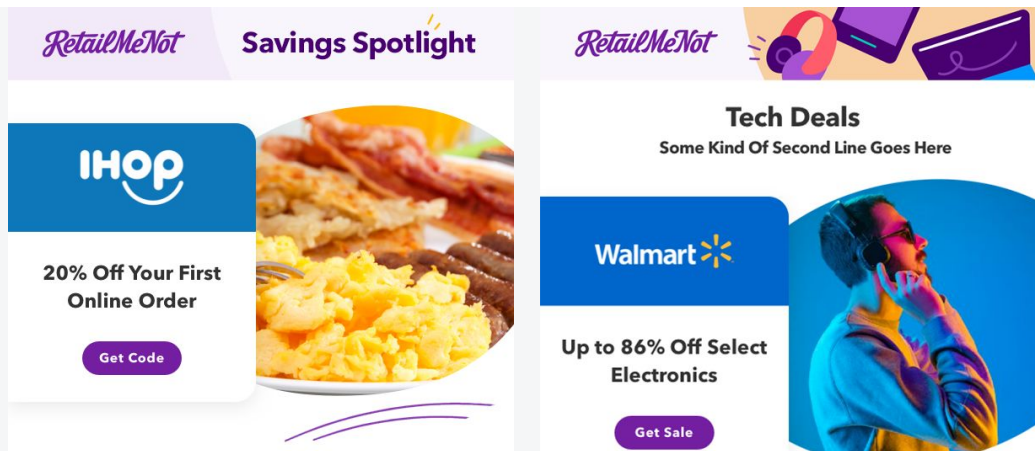
Product & Marketing, Email (2020)



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

## Visual Style: Examples

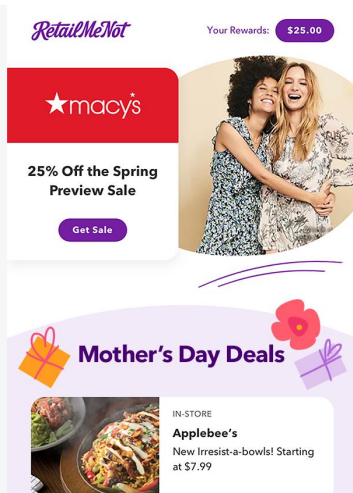
Product & Marketing, Email (2020)



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)



**Nurturer, Teacher,  
Protector, Mom.**

*RetailMeNot*

**Show Mom How Much  
You Love Her—  
Now More Than Ever!**

*RetailMeNot*

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.



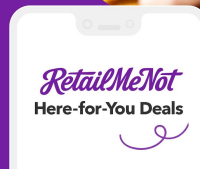
Save at the stores you love—200k+ offers for 15k+ brands.



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

Let us help you out  
while you stay in.

Visit [RetailMeNot.com](https://RetailMeNot.com) or  
Download the free app



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](mailto: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



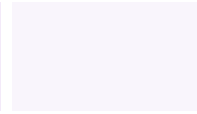
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CMYK: 27/51/0/0  
Pantone: TBD



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



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



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



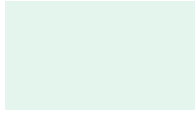
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CMYK: 69/0/45/0  
Pantone: 3533 C



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Pantone: TBD



Green-Light-B  
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Pantone: TBD



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



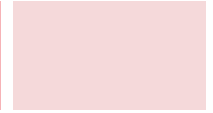
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Pantone: 191 C



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



Coral-Light-A  
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CMYK: 0/36/16/0  
Pantone: TBD



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

# Full Palette, Marketing & Internal

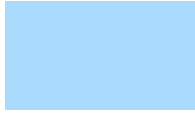
Generally ordered here in order of importance



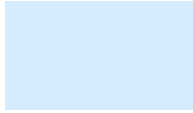
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CMYK: 71/35/0/0  
Pantone: 2382 C



Blue-Light-A  
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CMYK: 63/12/0/0  
Pantone: 2915 C



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



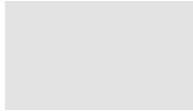
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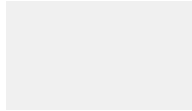
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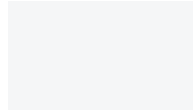
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Pantone: Cool 8 C



Gray-D  
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CMYK: 10/7/7/0  
Pantone: TBD



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



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

# Full Palette, Marketing & Internal

Generally ordered here in order of importance



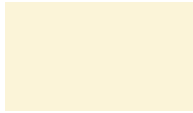
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Pantone: 123 C



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



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



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



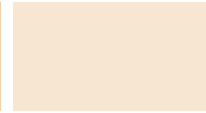
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Pantone: 2025 C



Orange-Light-A  
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CMYK: 0/45/96/0  
Pantone: TBD



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



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



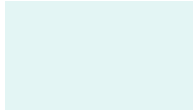
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Turquoise-Light-A  
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CMYK: 50/0/22/0  
Pantone: TBD



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  
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CMYK: 84/100/19/16  
Pantone: TBD



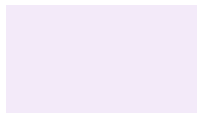
Purple-Light-A  
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CMYK: 49/76/0/0  
Pantone: 528 C



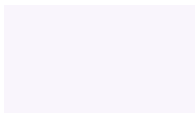
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CMYK: 27/51/0/0  
Pantone: TBD



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



Purple-Light-D  
Hex: #f3eaf9  
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



Green-Light-A  
Hex: #5de5b4  
CMYK: 53/0/43/0  
Pantone: TBD



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



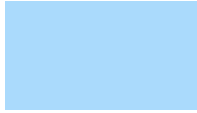
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CMYK: 0/93/42/0  
Pantone: 191 C



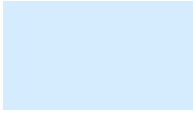
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CMYK: 71/35/0/0  
Pantone: 2382 C



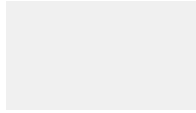
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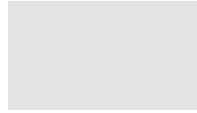
Blue-Light-B  
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Pantone: TBD



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



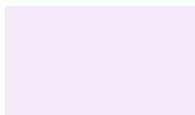
Gray-C  
Hex: #808080  
CMYK: 52/43/43/0  
Pantone: Cool 8 C

# UI Palette, Product

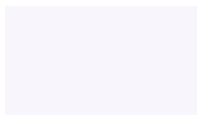
Note: Green-Success & Red-Error colors unique to UI palette for accessibility



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  
Hex: #a751d4  
CMYK: 49/76/0/0  
Pantone: 528 C



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



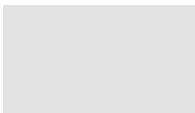
Gray-A  
Hex: #323232  
CMYK: 70/63/62/59  
Pantone: Cool 11 C



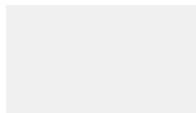
Gray-B  
Hex: #595959  
CMYK: 63/55/54/28  
Pantone: Cool 9 C



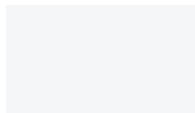
Gray-C  
Hex: #808080  
CMYK: 52/43/43/0  
Pantone: Cool 8 C



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



Green-Success  
Hex: #008071  
CMYK: 87/29/61/10  
Pantone: NA



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*

13%

## Savings Strategist

*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

22%

## Savvy Investor

*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



27%

## Trendy Spender

*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**<sup>TM</sup>

Coming Soon

# Questions?

The Creative Team: [bamf\\_design@rmn.com](mailto:bamf_design@rmn.com)

*RetailMeNot*