



## THE BOMGAARS BRAND | STYLE GUIDE

This style guide is full of the insights and tactical knowledge you'll need to portray an accurate representation of Bomgaars in any media. You can use this style guide in two ways. First, if you're writing content that adopts the "omniscient" Bomgaars voice, keep this close to your side.

Second, if you're a Bomgaars employee – whether you contribute to content or not – consider this a helpful resource. You won't need to follow it down to the letter when authoring content under your own name, of course. But you can still use this as a reference to help you understand how Bomgaars should be positioned to our prospects and customers.

# THE BOMGAARS BRAND | COLOR PALLETTE

Consistent use of these colors will contribute to the cohesive look of the brand identity across all media. Pantone and CMYK splits are for 4 color printing techniques. RGB and web colors are for screen and web media.



**Pantone 348**  
C 100 M 27 Y 100 K 0  
R 0 G 133 B 64  
Web #008540



**Pantone 109**  
C 0 M 18 Y 100 K 0  
R 255 G 210 B 0  
Web #FFD200



**80% Black**  
C 0 M 0 Y 0 K 80  
R 35 G 31 B 32  
Web #000000



**30% Black**  
C 0 M 0 Y 0 K 20  
R 209 G 211 B 212  
Web #d1d3d4

When secondary colors may be incorporated, refer to these shades of green and yellow.



**Dark Green**  
C 77 M 17 Y 66 K 47  
R 1 G 109 B 57  
Web #046D39



**Dark Yellow**  
C 0 M 28 Y 98 K 0  
R 251 G 173 B 24  
Web #FBAE18

# THE BOMGAARS BRAND | TYPOGRAPHY

Our typeface helps create a distinctive and consistent look across all forms of communications. Fira, our chosen typeface, is available in a range of weights. Headings should utilize Heavy or Bold weights, with paragraphs and descriptions flowing through Medium and Book weights.

Occasionally, headlines and callouts may require a more unique font. For these cases we use Alkaline Bold. This script font is to be used sparingly, and never in paragraph form. It may be used in any of the colors associated with the Bomgaars brand.

**Fira Sans Heavy**  
**Fira Sans Bold**  
Fira Sans Medium  
Fira Sans Book

*Alkaline Bold*

**PROXIMA NOVA**  
**EXTRA BOLD**  
**Pairs with the Fira Family**  
for promotional pricing

**4<sup>99</sup>**

**Vendor/Item Name**  
Short, simple descriptions.  
VPN/Model # 342-2020  
**Line List**  
VPN/Model # 342-2020 . . . . . **14<sup>99</sup>**

# THE BOMGAARS BRAND | TAGLINES

**YOUR FOUR SEASONS STORE**  
**WHAT YOU NEED... WHEN YOU NEED IT**

# THE BOMGAARS BRAND | DESIGN ELEMENTS

**NEW ITEM!**

**HOT PRICE!**

**Save \$10**

## **BOLDER BLURBS, ALWAYS ALL CAPS**

*Fun blurbs in script.*

Rounded corners.  
.04" or 4 px.

30% Gray to  
white gradient.

White wood texture, used sparingly.

Rounded corners.  
.04" or 4 px.

Solid boxes, used to  
highlight feature  
items.

Dividers. Always round the ends.

BOMGAARS  REBATE

Gradient for  
Bomgaars Rebates

Gradient for  
Bomgaars  
Coupons





# THE BOMGAARS BRAND | LOGO

Our logo should be used thoughtfully and consistently. The singular word 'Bomgaars' logo should be used most often. Options are available with a tagline and B<sup>3</sup>. When the tagline is used, be sure the registered trademark ® is included.



Primary Logo



Logo + Tagline



B<sup>3</sup> Lockup + Logo + Tagline



B<sup>3</sup> Lockup + Logo

## Things to Avoid

The Bomgaars logo should never be distorted or changed in any way.



Squishing & Stretching



Color Changes



Added Shapes & Effects

# THE BOMGAARS BRAND | BOMGAARS REWARDS



Preferred logo version.

**DUNBAR TALL EXTRA BOLD**  
**DUNBAR ULTRA ITALIC**

Dunbar is only used in the loyalty logo, nowhere else.

Optional logo colorways.



Pantone 348  
C 100 M 27 Y 100 K 0  
R 0 G 133 B 64  
Web #008540



Pantone 107-8  
C 100 M 52 Y 0 K 25  
R 35 G 39 B 27  
Web #272361

White wood texture,  
used sparingly.

Can be used with blue,  
multiply effect.

# THE BOMGAARS BRAND | LAYOUT EXAMPLES

## Flyer Layout

**75 YEARS**

**PRICE MATCH**

**bomgaars**  
What You Need... When You Need It!

Sales Prices Good  
August 15 - 21, 2023

**Wrangler**  
*Your choice!*  
**800 OFF**  
REG. PRICE

**Premium Performance Cowboy Cut®** jean  
Regular fit,  
Prewashed, sizes  
32-42

2180228108, 08303879, 18271087,  
20062805, 30142982

*New shoes for the whole family*

**40% OFF**  
REG. PRICE  
**All In-Stock Sandals**  
Assorted Styles  
Dept. 414-11

**40% OFF**  
REG. PRICE  
**All In-Stock Casual Footwear**  
Dept. 020/1000, 08303879, 18271087,  
20062805, 30142982

**LAM**

**36<sup>99</sup>**

**Trimec®**  
Lawn Weed Killer  
Concentrate, One Gallon  
#3009 141-016

**14<sup>99</sup>**  
*Your choice!*  
**Biggin' Strips®** Assorted  
Flavors 25 oz. #5-4322, 64531855

**22<sup>99</sup>**  
**Black Oil Sunflower Seed**  
40 lb. #283224, 3320-7386

**12<sup>99</sup>**  
**16% Layer Pellet or Crumble** 40 lb.  
#4976, 4988 051-4100 2416

**30<sup>99</sup>**  
**High Energy Dog Food** 40 lb.  
#16923 832-1003

**26<sup>99</sup>**  
**High Protein Dog Food** 40 lb.  
#16923 832-1002

**23<sup>99</sup>**  
**Complete Adult Dog Food** 40 lb.  
#16923 832-1001

**14<sup>99</sup>**  
**Puppy Food** 20 lb. #16904  
#82-9014

**19<sup>99</sup>**  
**Complete Cat Food**  
Chicken Flavor or Chicken & Fish  
Flavor 20 lb. #16905, #16906  
#82-1005, 1006

**BREWARDS**  
MEMBERS-ONLY PRICES & PERKS.

*Start Saving Today!*  
SCAN THE CODE TO GET STARTED

**MEMBERS ONLY**  
**12<sup>74</sup>**  
**10% Sweet Horse Feed**  
40 lb. #8979  
032-1114

**2<sup>99</sup>**  
**Wiley Wallaby® Licorice Candy**  
Assorted Flavors, 10 oz.  
#65-2786/2787, 2788/2789

**5<sup>99</sup>**  
**Farmer Jon's® Jumbo Bag Butter Popcorn**  
20 oz.  
71440 663-0030

**11<sup>99</sup>**  
**Antifreeze Coolant**  
Extended Life, All Makes, One Gallon  
#F2000 500-1213

**9<sup>99</sup>**  
**50/50 Antifreeze Coolant** Extended  
Life, All Makes, One Gallon  
#F2100 500-1211

BUY ONLINE PICK UP IN STORE AVAILABLE ON THOUSANDS OF ITEMS bomgaars.com

## Email Layout

*New sale starts tomorrow!*  
**SNEAK A PEEK**  
**SEE THE SALE**

**9<sup>99</sup>**  
**Item Item desc desc**  
sku sku Model

**12<sup>99</sup>**  
**Item Item desc desc**  
sku sku Model

**11<sup>99</sup>**  
**Item Item desc desc**  
sku sku Model

**12<sup>99</sup>**  
**Item Item desc desc**  
sku sku Model

**BREWARDS**  
MEMBERS-ONLY PRICES & PERKS.

**MEMBER PRICE**  
**12<sup>74</sup>**  
**10% Sweet Horse Feed**  
desc desc  
sku sku Model

**MEMBER PRICE**  
**2<sup>99</sup>** *Your choice!*  
**Wiley Wallaby Licorice Candy**  
desc desc  
sku sku Model

**NOT A MEMBER? Join today!** **JOIN B-REWARDS**



# THE BOMGAARS BRAND | LAYOUT EXAMPLES

## Flyer Layout

Save *BIG* with these end of season deals.

**Everyday Essentials**



**33<sup>99</sup>**  
Hi-Energy Dog Food  
Sporting Dog Formula 50 lb. 2296-661-045  
*Buy online, pick up in store only.*



**25% OFF**  
All In-Stock Men's & Women's Under Armour® Apparel  
REG. PRICE  
Exp. 10/31/16 10/31/16



**499<sup>99</sup>** Sportsman® Pellet Grill  
820 sq. in. Cooking Area  
P8121P 610-516

**BOMGAARS REBATE**



All In-Stock Keen Utility or Outdoor Footwear  
#113-0012/1060, #1992/676, #42/119, 1064/119  
2162/1600 1000/1067

**\$25 OFF**  
Via Mail-In Rebate  
LIMIT FOUR REBATES PER HOUSEHOLD.  
\*Rebate in form of a Bomgaars In-Store Merchandise Gift Certificate. Expires 10/31/16.



**20<sup>00</sup> OFF**  
M18™ Cordless Grease Gun Kit 2-pc.  
Up to 12,800 Max PSI 266-21CT 249-2405

NON-SCAN VENDOR COUPON

**BUY ONE**  
M18™ Cordless Grease Gun Kit  
266-21CT 249-2405 (20V)

**GET ONE**  
M18™ 2.0AH Compact Battery  
48-11-16-22 3474-1001

**Stock up!**



**17<sup>99</sup>**  
20" Box Fan  
3-Speed D1640 401-8005

**15% OFF**  
REG. PRICE  
All In-Stock Ark Naturals® Dog Treats  
860-4100 16020

**bomgaars.com** 

**JOHN DEERE FINANCIAL** 

## WE ARE YOUR **DEWALT** HEADQUARTERS

**Save \$170**

**399<sup>99</sup>**  
8-1/4" Cordless Table Saw Kit 60V MAX XR  
9.0AH Li-Ion. Kit includes (2) 60V MAX® Batteries.  
DCS384T-148 6289-7206  
\*Min. Supplies List.

**BUY ONE**  
7-1/4" Circular Saw Bare Tool  
60V MAX® XR DCS568 6249-1801  
or Recip Saw Bare Tool:  
60V MAX® XR DCS568 6249-1801  
or Mixer/Drill Bare Tool w/E-Clutch System  
60V MAX® XR DCS208 6249-1806  
or 4-1/2" x 6" Grinder Bare Tool  
60V MAX® XR DCS416 6249-1808 (7/16")

**GET ONE**  
9.0AH/3.0AH Battery 20V/60V MAX® Li-Ion DCS909 6249-1423

**100<sup>00</sup> OFF**  
Drill Driver/Impact Combo Kit  
20V MAX® XR DCS342 6249-1522

**HOT PRICE! 120<sup>00</sup> OFF**  
9.0AH/3.0AH Battery  
20V/60V MAX® Li-Ion  
DCS909 6249-1423

**2-Pack 70<sup>00</sup> OFF**  
2-Pack 6.0AH/2.0AH Batteries  
DCS940 6249-1401

**100<sup>00</sup> OFF**  
12" Double-Bevel Sliding Miter Saw Kit 60V MAX® XR, 9.0AH Li-Ion DCS373 6249-1415

**100<sup>00</sup> OFF**  
Hammerdrill/Impact Driver Combo Kit  
20V MAX® XR, 5.0AH Li-Ion DCS340P2 6249-1205

**BOMGAARS COUPON**

**BUY ONE**  
12" Double-Bevel Sliding Miter Saw Kit 60V MAX® XR, 9.0AH Li-Ion DCS373 6249-1415 (KIT)

**GET ONE**  
9.0AH/3.0AH Battery 20V/60V MAX® Li-Ion DCS909 6249-1423

**DeWalt Saw or Grinder Kits 40<sup>00</sup> OFF Your choice!**

**7-1/4" Circular Saw Kit 60V MAX® XR, 9.0AH Li-Ion DCS381 6249-1736**

**4-1/2" & 6" Angle Grinder Kit 60V MAX® XR, 9.0AH Li-Ion DCS404KIT 6249-1074**

**7-1/4" Cordless Worm Drive Style Circular Saw Kit 60V MAX® XR, 9.0AH Li-Ion DCS387KIT 6249-1732**

**Recip Saw Kit 60V MAX® XR, 9.0AH Li-Ion DCS340KIT 6249-1116**

**100<sup>00</sup> OFF**  
Hammerdrill/Impact Driver Combo Kit  
20V MAX® XR, 5.0AH Li-Ion DCS340P2 6249-1205

**BOMGAARS COUPON**

**BUY ONE**  
20V MAX™ Hammerdrill/Impact Driver Combo Kit DCS340P2 6249-1205 (KIT)

**GET ONE**  
of the following:  
4-1/2" Cut-Off Grinder BCS416 6249-1412  
or Recip Saw DCS340 6249-1116  
or Oscillating Multi-Tool ECOS16 6249-1407  
or 5.0AH Battery DCS909 6249-1423

**DeWalt Multi-Tool Combo Kits 100<sup>00</sup> OFF Your choice!**

**3-Tool Combo Kit 20V MAX® XR, 4.0AH Li-Ion DCS349KIT 6249-2140**

**4-Tool Combo Kit 20V MAX® XR, 5.0AH Li-Ion DCS349P2 6249-2138**

**5-Tool Combo Kit 20V MAX® XR, 5.0AH Li-Ion DCS349P3 6249-2136**

**6-Tool Combo Kit 20V MAX® XR, 5.0AH Li-Ion DCS349P4 6249-2134**

**BOMGAARS COUPON**

**BUY ONE**  
20V MAX™ 3, 4, 5 or 6-Tool Combo Kit 6249-2140, 2138, 2136, 2134 (KIT)

**GET ONE**  
of the following:  
20V MAX™ 5.0AH Li-Ion Battery DCS909 6249-1423  
or 20V MAX™ Jobsite LED Spotlight ECOS16 6249-1407  
or Oscillating Multi-Tool ECOS16 6249-1407



# THE BOMGAARS BRAND | LAYOUT EXAMPLES

## Website - Desktop

The desktop layout features a green header with navigation links: 'FIND A STORE NEAR YOU', 'See Our Weekly Ad - Save Now!', 'MY ACCOUNT', and 'CART'. Below the header is a 'DEPARTMENTS' menu and the Bomgaars logo. A search bar contains the text 'Take your time and browse.' with a magnifying glass icon.

Four category tiles are displayed: 'WEEKLY SALE' with a flyer, 'LIVESTOCK FEED' with a chicken, 'DEWALT' with the logo, and 'PET SUPPLIES' with a dog. A large yellow banner for 'IT'S FALL CHICK DAYS' features an image of a hen and chicks, with text 'Chicks in stores now!' and 'Shop Poultry Supplies'.

A 'SHOP THESE TOP CATEGORIES' subhead is followed by four category tiles: 'CANNING' (canning jars), 'POWER TOOLS' (a DeWalt drill), 'DOG FOOD' (bags of dog food with a dog), and 'COOLING' (a fan and a cooling mat).

A 'NEW ITEM!' banner for a 'DEWALT BLUETOOTH SPEAKER' includes the text 'USB-C rechargeable, jobsite tough with rugged housing.' and a 'SHOP NOW' button.

A section titled 'FIND ALL THE BRANDS YOU LOVE AT BOMGAARS' lists various brands: Wildology, NOBLE OUTFITTERS, HARVEST KING, GALLAGHER, ELECTRYX, DEWALT, POWER, and bomgaars. Below this is a green bar with the text 'Quick & Convenient BUY ONLINE, PICK UP IN STORE available in most locations.'

A 'SEE WHAT'S HAPPENING AT YOUR HOMETOWN BOMGAARS' section contains three promotional tiles: 'SHARE YOUR FAIR WIN PRIZES!', 'bomgaars Careers' with a 'Browse Openings' button, and 'bREWARDS MEMBERS-ONLY PRICES & PERKS' with a 'Learn More' button.

## Website - Mobile

The mobile layout shows a smartphone interface with a status bar at the top displaying '1:57', 'LTE', and battery level. The address bar shows 'bomgaars.com'. The header includes 'See Our Weekly Ad - Save Now!', the Bomgaars logo, and a search bar with 'Take your time and browse.' and a magnifying glass icon.

Category tiles for 'WEEKLY SALE', 'LIVESTOCK FEED', 'DEWALT', and 'PET SUPPLIES' are shown in a compact grid. A 'CHECK OUT THE SAVINGS' banner features a flyer and the text 'End of Summer Sale' and 'See the Sale'.

A 'SHOP THESE TOP CATEGORIES' subhead is followed by four category tiles: 'CANNING', 'POWER TOOLS', 'DOG FOOD', and 'COOLING'. A 'NEW ITEM!' banner for a 'DEWALT' product is also visible.