



winndixie

Brand Identity Standards and Usage Manual

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These guides are systematically organized into three (3) parent sections, each with a distinct purpose. It is imperative that this guide be followed in order to ensure a consistent look and feel compatible with Winn-Dixie's desired corporate image.

Section one

The Company Background & Overview explains in great depth all of the pertinent information concerning Winn-Dixie including, but not limited to: a message from the CEO, Winn-Dixie's mission and vision statements, a detailed history, Winn-Dixie's core values, what Winn-Dixie stands for; all with the intention of providing a well-rounded all-encompassing overview of the company as a whole.

Section two

The New Brand Identity, provides an overview of the brandmark, detailing where it has come from, where it is now, and the concept and rationale behind the new mark.

Section three

Usage and Applications of the New Brand Identity, is a thorough index of the proper and improper display, usage, and application of the new brandmark. The section is further divided into an overview of the new brandmark and how and when the mark should be displayed, the proper use placement and spacing of the new brandmark, and the improper usage and display of the mark.

Company Overview



The company's achievements during this extremely difficult time are due to the continued dedication and hard work of our executive leadership team and our valued Associates. I remain confident that we have the right plan and the right team in place to ensure the long-term success of our Company, as well as the flexibility to make necessary adjustments to keep our business healthy as long as economic conditions remain challenging.

Mission Statement

Winn-Dixie's original mission statement was, "Winn-Dixie's mission is to earn trust & loyalty of our customers, business partners, and neighborhoods every day." The mission statement has been revised to make it more concise and meaningful, as well as to show that the company's interest is about much more than just the customers, business partners, and neighborhoods. The new and current mission statement is simply, "Winn-Dixie's mission is to earn trust & loyalty every day."

Vision Statement

Winn-Dixie does not have a formal vision statement, however, when looking in at the company one starts to form itself. With a mission of 'earning trust and loyalty every-day' and a tagline of 'getting better every day' it is plain to see how Winn-Dixie plans on achieving its goals—listen to the customer, strive for quality and improve upon themselves every day, and give back to the community.

Core Values

Winn-Dixie values quality and value. The values are evident throughout the company, from the products carried, to the store brand merchandise, and even in the marketing. Winn-Dixie feels that quality and value brings the trust and loyalty from the customers, business partners, and neighborhoods; that they made their mission to achieve. These values are specifically referenced in its customer guarantee, "Quality and value guaranteed, or your money back."

Everyday luxury A common product or service that feels like an indulgence

Fresh Fresh food and a new unique feel

Inviting Creates a want to shop there

Reliable Trustworthy, dependable, consistent experience

Value Held highly in minds of consumers, low prices quality products

Products

The company offers the following services: grocery, bakery, dairy, deli, floral, readymade food, frozen food, al la carte meals, general merchandise, meat, pharmacy, produce, seafood, and liquor. Currently, Winn-Dixie does not have any wholesale services.

Winn-Dixie has its own line of products released under a total of five brands, the oldest being Chek. Winn-Dixie employs a tiered system with its brands, with Thrifty Maid being used for the low end value items; Winn-Dixie being used for mainstream items, the organic products are released under this name as well; and Prestige, now called Winn & Lovett, for premium products. Chek is the popular and large line of soft drinks. The final brand is Kuddles, and sells diapers and other infant care items.

What Our Brand Stands For

Winn-Dixie is committed to providing our communities with an everyday luxury. Whether it is our fresh produce, quality meats, or large selection of private label products, our customers can rest assured that they are getting our pinnacle of quality (unparalleled quality) at a superb value in an exciting (engaging) approachable environment. You'll love shopping here.

It was 1913 in Burley, Idaho, Carl Davis begins working at the Clark Mercantile; his brother William Milton Davis will soon join him at the store; and later purchase and rename it Davis Mercantile.

In 1925, heeding the advice of his brother, William decided to move the store to the then booming Florida. With a \$10,000 loan from his father, William purchases the Rockmoor Grocery in Miami. William and sons Artemus, James, Austin and Tine are the store's stockholders.

The Davis family opens four more stores and changes the name of the store to Table Supply in 1927. 1931 sees William and sons acquire the retail chain Lively Stores. The acquisition leads to ownership of 33 Table Supply stores spanning from Southern Florida up through Tampa.

After William died of pneumonia, in 1934, the four Davis sons assume responsibilities for Table Supply. The family felt that William's death could have been prevented with better medical care; as such, the family begins their long standing relationship with the Mayo Clinic.

In 1939, Bill Lovett, head of Winn & Lovett, managed to convince the Davis brothers to purchase 51 percent of his company's 73 stores. The acquisition was the start the company's rapidly expanding footprint during the coming years.

It was during the 1940's that the Davis brothers officially adopted the Winn & Lovett name and relocated their headquarters to Jacksonville for their ever growing chain of stores. Steiden Stores 31 retail stores in Kentucky and the Margaret Ann Stores chain, which added 46 stores in Florida, were purchased in the late 1940's.

In 1952, Winn & Lovett first goes public being listed on the New York Stock Exchange, making it the first Florida industrial corporation to do so. More growth in 1955 and 1956, as Winn & Lovett purchases Penney Stores in Mississippi, as well as Ballentine Stores and Eden Stores, both of which are located in South Carolina. Through a merger with Dixie Home Stores, adding 117 more stores, the Winn & Lovett name is changed to Winn-Dixie Stores, Inc. Expansion continued with purchases of Ketner-Milner Stores in North Carolina, Hill Stores in Louisiana and Mississippi and King Stores in Georgia.

Upon reading Booker T. Washington's "Up from Slavery", in 1960, J.E. Davis decides to start supporting black colleges. During the years that followed, Winn-Dixie supported Bethune-Cookman College, the National Council of Negro Women, Rust College, Florida Memorial College, the Tuskegee Institute, and many others.

By 1969 Winn-Dixie operated 715 stores throughout the South. The first Winn-Dixie Marketplace store, which was 45,000-square-foot in size, was opened Valdosta, Georgia in 1984. Then in 1985; The American Cancer Society/Winn-Dixie Hope Lodge opened in Gainesville, Florida, where people who are diagnosed with cancer can stay for free while they receiving outpatient treatment. It received the Presidential Award for Private Sector Initiatives that following year. Two more American Cancer Society/Winn-Dixie Hope Lodges are opened in Miami, in 1993, and Atlanta, in 1998. When the American Cancer Society asked Winn-Dixie to fund the lodges, Winn-Dixie went to their store associates and vowed that the Winn-Dixie Stores Foundation will match their donations. The plan was successful and the lodges continue to run to this very today.

In 2000 Winn-Dixie announced that they would be centralizing its procurement, marketing and merchandising. Winn-Dixie purchases 68 grocery stores, 32 fuel centers and two liquor stores throughout the southeast. During the early 2000's Winn-Dixie converts more than 50 of its stores in Florida, Georgia and Mississippi to SaveRite Grocery Warehouses. A Customer Reward program was launched which provided customers benefits that included discounts and special incentives. Winn-Dixie launches its own brand for nearly 3,000 items sold in all 1,000+ stores. The new brand promised customers national brand quality at a much lower cost.

Today, Winn-Dixie is one of the largest food retailers in the nation and ranks 340 on the FORTUNE 500 list. The company operates stores across the southeastern United States.

New Brand Identity

The Brandmark

The new brandmark puts an emphasis on the core attributes (everyday luxury, fresh, inviting, reliable, and value). The heart and crown symbol can be interpreted many ways such as a strawberry, tomato, as well as other fruits and vegetables; the three-pointed crown also forms a 'W' for Winn-Dixie.

The use of red is both equity from the previous brandmark, and to reinforce the heart, which represents the heart of the customer and their love for shopping at Winn-Dixie. The logotype is clean and elegant to emphasize the everyday luxury of the brand. The typeface features a subtle roundness that softens the overall feel to make it more inviting.

Old Brandmark



New Brandmark



There are two available configurations, each with a specific purpose. Both configurations are in a linear style. The position of the logotype was carefully chosen to follow the same flowing curve of the brandmark.

The primary configuration has no tagline, which makes a powerful statement as it lets the brandmark stand on its own, and puts an emphasis on visual clarity. This leads for a general purpose mark that works well across all applications and the preferred choice for signage. The secondary configuration features includes the tagline into the signature. The inclusion of the tagline puts an emphasis on Winn-Dixie's brand promise, and reinforces brand loyalty, making it better suited for marketing.

Linear Configuration

This is the primary configuration and therefore should be the first choice for all applications. This configuration is the only acceptable configuration for signage.



Linear Configuration with Tag Line

This configuration is to be used when an emphasis on building loyalty is required or when reinforcing the brand promise, such as for marketing.



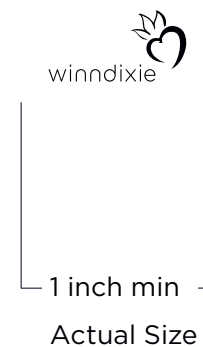
Clearspace and Sizing Guidelines

Clearspace

To ensure the brandmark is always visible and identifiable there is a minimum amount of clearspace required. Clearspace is determined by specified amounts of 'X' where 'X' is the distance from the top of the middle leaf to the bottom of the lowest leaf. There should be a minimum of 1 'X' extending horizontally from the left of the W in the logotype and from the right of the outermost stroke of the heart; there should be a minimum of .75 'X' extending vertically from the top of the middle leaf and from the baseline of the tagline. In cases where the tagline is not used 'X' should be measured from the baseline of the logotype. The only time these guidelines are to be broken is in the case of monumental signage where maximum visibility is critical.

Sizing

In order to maintain visual clarity minimum and maximum sizes have been created for the brandmark. The brandmark should be displayed no smaller than one (1) inch wide including clearspace. It is important that the brandmark never be smaller than what can clearly be executed, applications such as the web may require a larger minimum size. The brandmark should be displayed no larger than ten (10) feet wide including clearspace.



The primary color palette contains the only colors approved for use within the brandmark. The primary colors must always be used as pure colors, no tints or shades. These colors may be used in secondary applications as well. When the brandmark sits on a dark background (reversed out) it must always be white.



Winn-Dixie Heart Red
Pantone: 202
RGB: 158, 3, 42
CMYK: 0, 100, 70, 40
HEX: #9E032A



Winn-Dixie Leaf Green
Pantone: 363
RGB: 70, 129, 43
CMYK: 60, 0, 100, 40
HEX: #46812B



Winn-Dixie Black
Pantone: Black
RGB: 0, 0, 0
CMYK: 40, 60, 0, 100
HEX: #000000

Black and White



Black and White Reversed out With minimum clearspace



Two color Black and Pantone 202



Two color Pantone 202 and Pantone 363

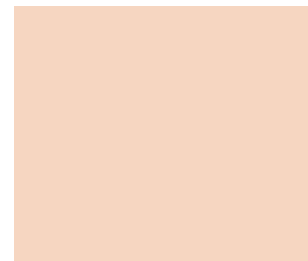


Secondary Color Palette and Application

The secondary color palette, coupled with the primary color palette, contain all of Winn-Dixie's brand colors. The secondary palette is for use on all secondary applications. Colors contained in the secondary palette are permitted to be used as tints and shades in 25% increments.



Pantone:307
RGB: 0, 110, 154
CMYK: 80, 30, 0,
HEX: #006E9A



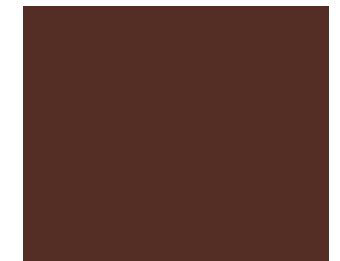
Pantone:474
RGB: 244, 213, 191
CMYK: 0, 15, 20, 3
HEX: #F4D5BF



Pantone:173
RGB: 222, 119, 63
CMYK: 0, 60, 80, 10
HEX: #DE773F



Pantone:469
RGB: 159, 80, 37
CMYK: 15, 70, 90, 30
HEX: #9F5025



Pantone:4625
RGB: 85, 47, 37
CMYK: 70, 90, 100, 30
HEX: #552F25



There are two (2) available type choices in a variety of weights. Gotham, the primary family should be used for virtually all applications. Georgia, the secondary family, is to be used exclusively for body copy and Winn-Dixie's tagline. All text should have a minimum of six (6) points of leading (e.g. 10/16pt).

Primary Font Family

Gotham
 Winn-Dixie
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&*()-=+\|/?;'“”„

Winn-Dixie
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()-=+\|/?;'“”„*

Bold
Winn-Dixie
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-=+\|/?;'“”„

Winn-Dixie
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-=+\|/?;'“”„

Secondary Font Family

Georgia
 Winn-Dixie
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&*()-=+\|/?;'“”„

Winn-Dixie
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&()-=+\|/?;'“”„*

Bold
Winn-Dixie
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-=+\|/?;'“”„

Winn-Dixie
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-=+\|/?;'“”„

Incorrect Brandmark Usage

Don't use the logotype without the symbol

~~winndixie~~

Don't use colors other than those specified

~~winndixie~~

Don't change the signature configuration

~~winndixie~~

Don't flip elements of the signature

~~winndixie~~

Don't recreate the brandmark with another typeface

~~WinnDixie~~

Don't place the brandmark on its side

~~winndixie~~

Don't use the full color brandmark as a watermark



Don't place color brandmark on a dark background

~~winndixie~~

Don't non-uniformly scale any of the elements



Don't rotate any of the elements



Don't use colors from the secondary pallet for the brandmark



Don't skew the brandmark



Don't use existing elements to create a new brandmark



Don't place the brandmark on its side



Don't reverse the primary colors



Only use approved artwork



Brand Identity Applications

Letterhead

1.5 inches

winndixie

3 March 2011
 Bill Corridori
 Art Institute of Tampa
 4401 N. Himes Ave #150
 Tampa, FL 33614-7086

Mr. Bill Corridori

8pt / 12pt, 16pt leading between paragraphs

1.25 inches

1 inch

1 inch

Georgia 13pt/19pt

Tim Storey
 Store Director

Tim Storey
 Store Director
 Tel 727-863-9298
 Fax 727-863-9299
 tstorey@store710.winndixie.com

Store 710
 Hudson Plaza
 14134 US 19 North
 Hudson, FL 34667

Gotham Bold
 Gotham Book

1.5 inches

8pt / 12pt + 4pt between sections

winndixie

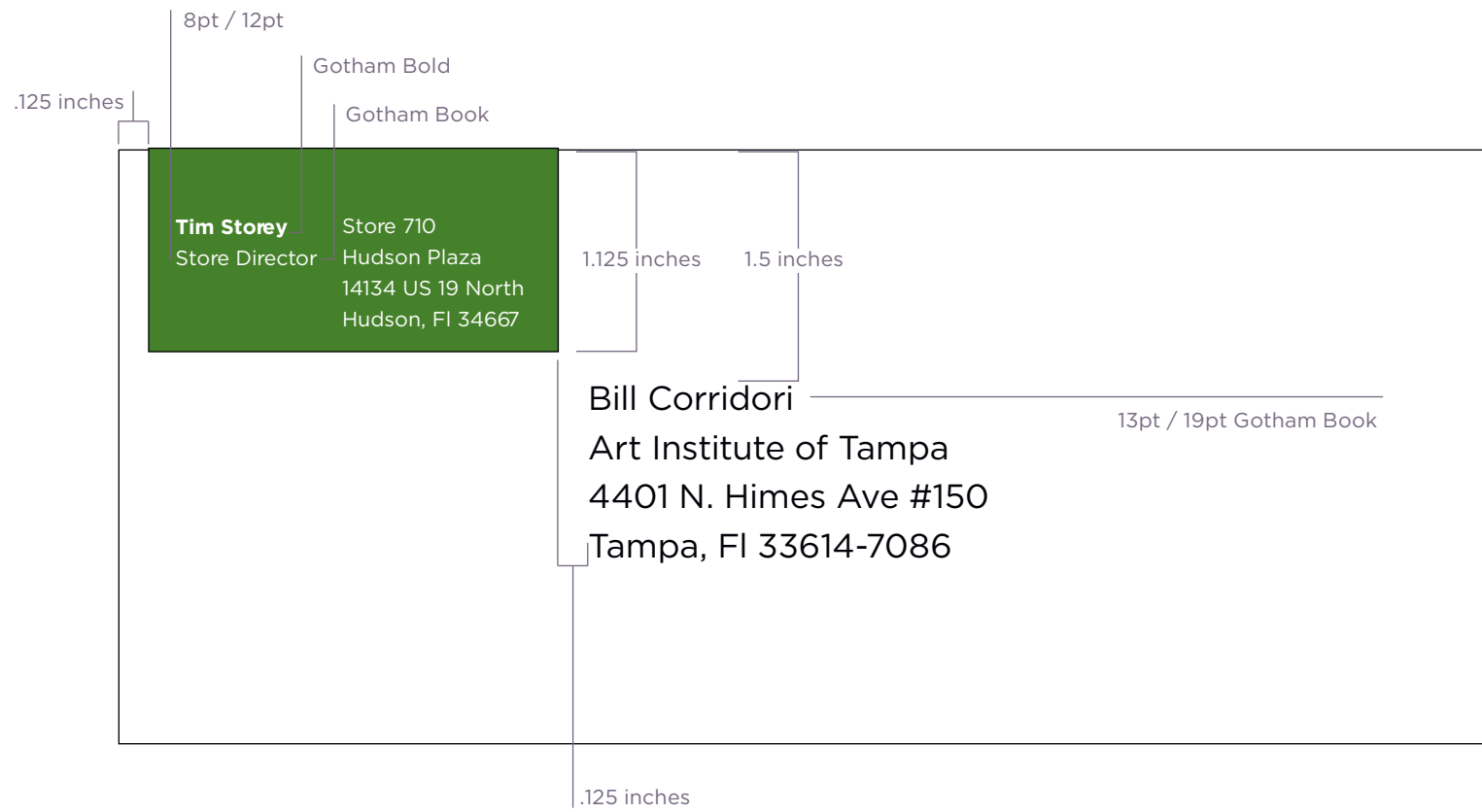
Tim Storey
 Store Director
 Tel 727-863-9298
 Fax 727-863-9299
 tstorey@store710.winndixie.com
 Hudson Plaza
 14134 US 19 North
 Hudson, FL 34667

Gotham Bold
 Gotham Book

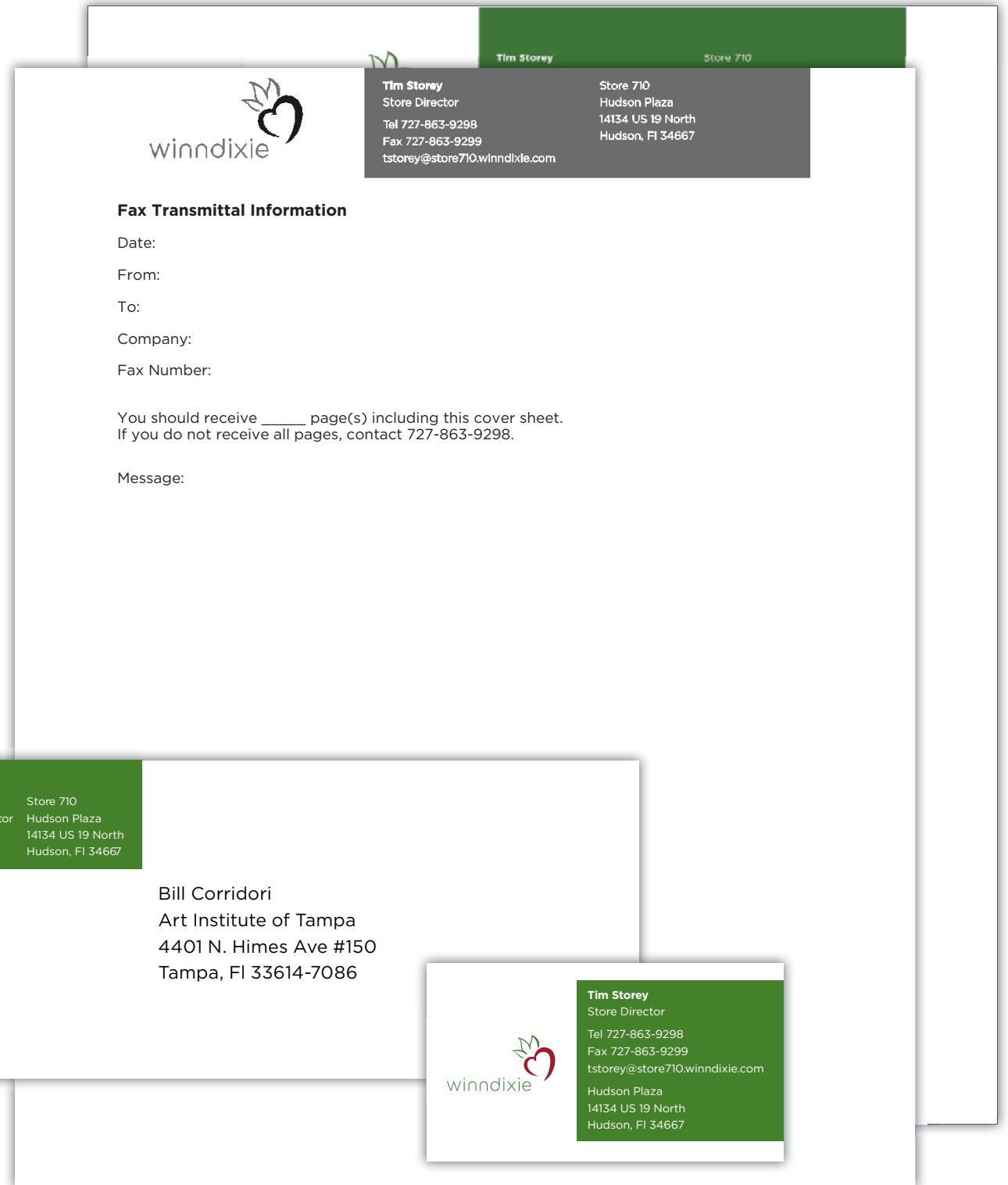
9pt Georgia Italic

you'll love shopping here

Business Card



#10 Envelope



Compete System

Building Exterior

Following the established guidelines, the landmark displayed on the building should be no larger than 12 feet wide, the minimum clearspace for monumental signage is .25 'X' top and bottom and 1 'X' left and right. The landmark should be constructed out of channel lighting and displayed without the tagline. If available, the roof should be Pantone DS 220-2, again this may be beyond the control of Winn-Dixie depending on location. The building should be painted to match Pantone 474 if possible.

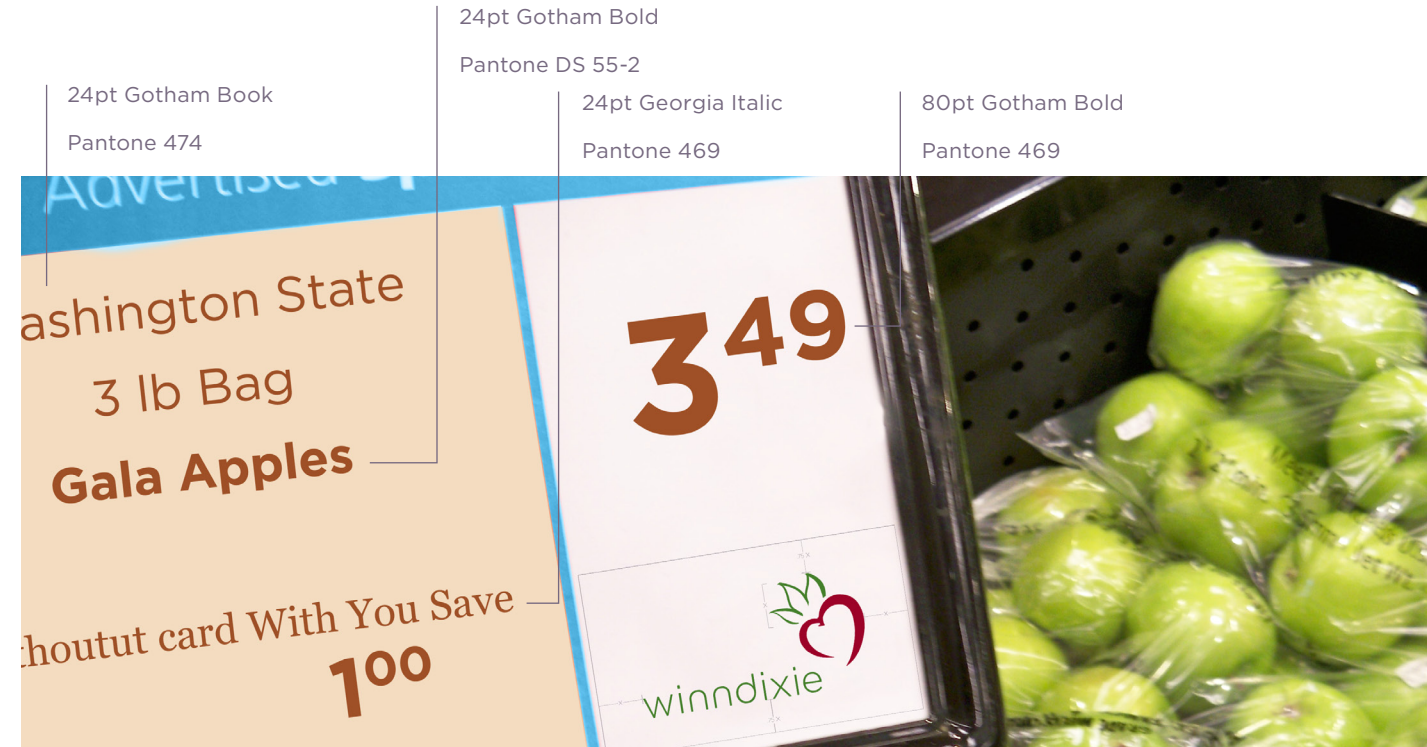
Cart corrals must clearly indicate that Winn-Dixie is not liable for damage done by stray carts; this warning should be set in Gotham Bold and Pantone 307 with the landmark beside it. The plastic bumpers on the corral must be Pantone 293-1; or as close as possible.



Continuing to follow the guidelines, the landmark displayed on the monumental and plaza signage should be no larger than 12 feet wide and adhere to the clear-space rules. The landmark should be constructed out of channel lighting or backlight panels and be displayed without the tagline.



Interior Signage



24pt Gotham Book
Pantone 474

24pt Gotham Bold
Pantone DS 55-2

24pt Georgia Italic
Pantone 469

80pt Gotham Bold
Pantone 469

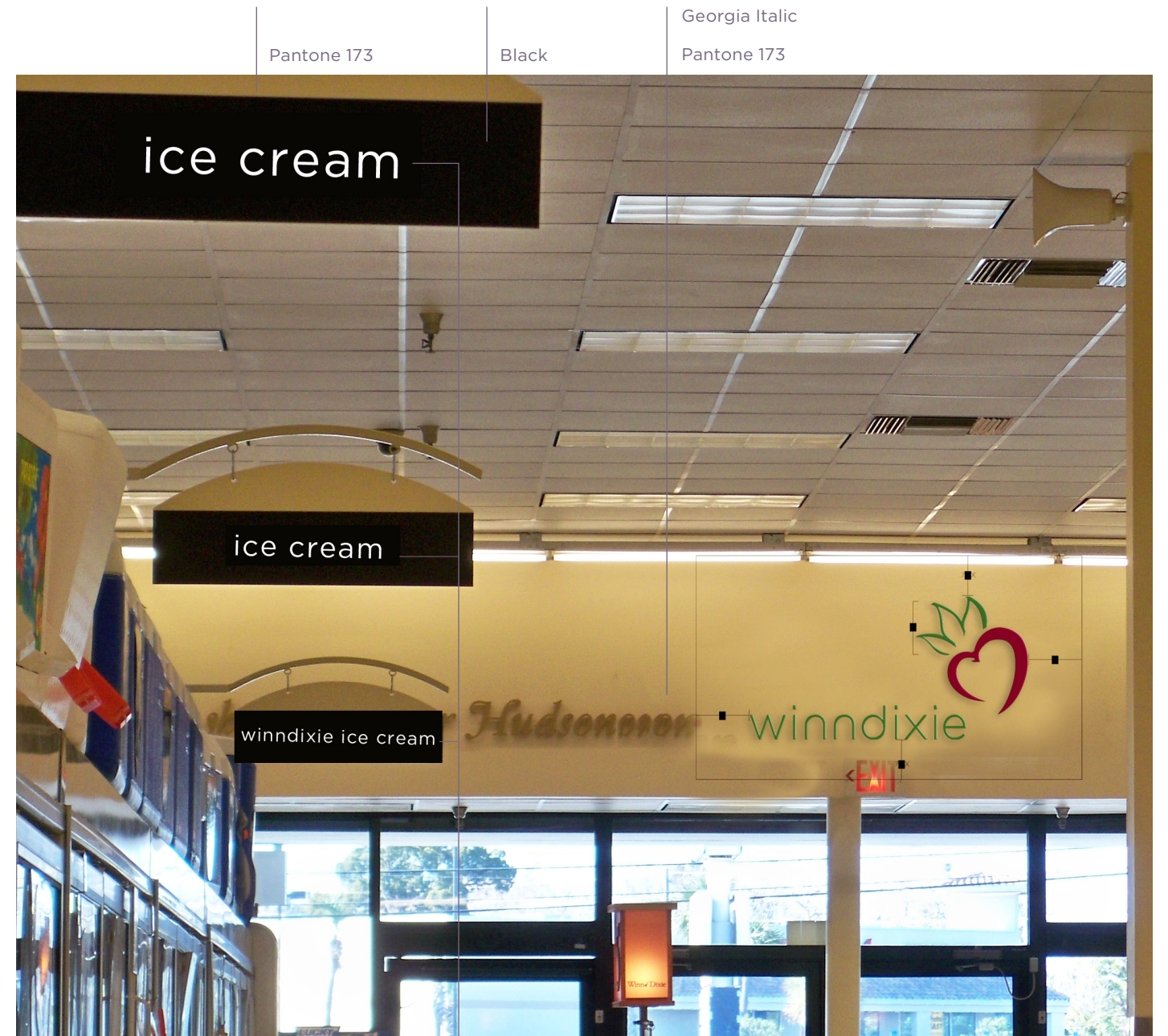


Gotham Bold
Pantone 474

Georgia Italic
Pantone 474

Pantone:4625

Black



Pantone 173

Black

Georgia Italic
Pantone 173

144pt Gotham Book
Pantone 474 25% tint

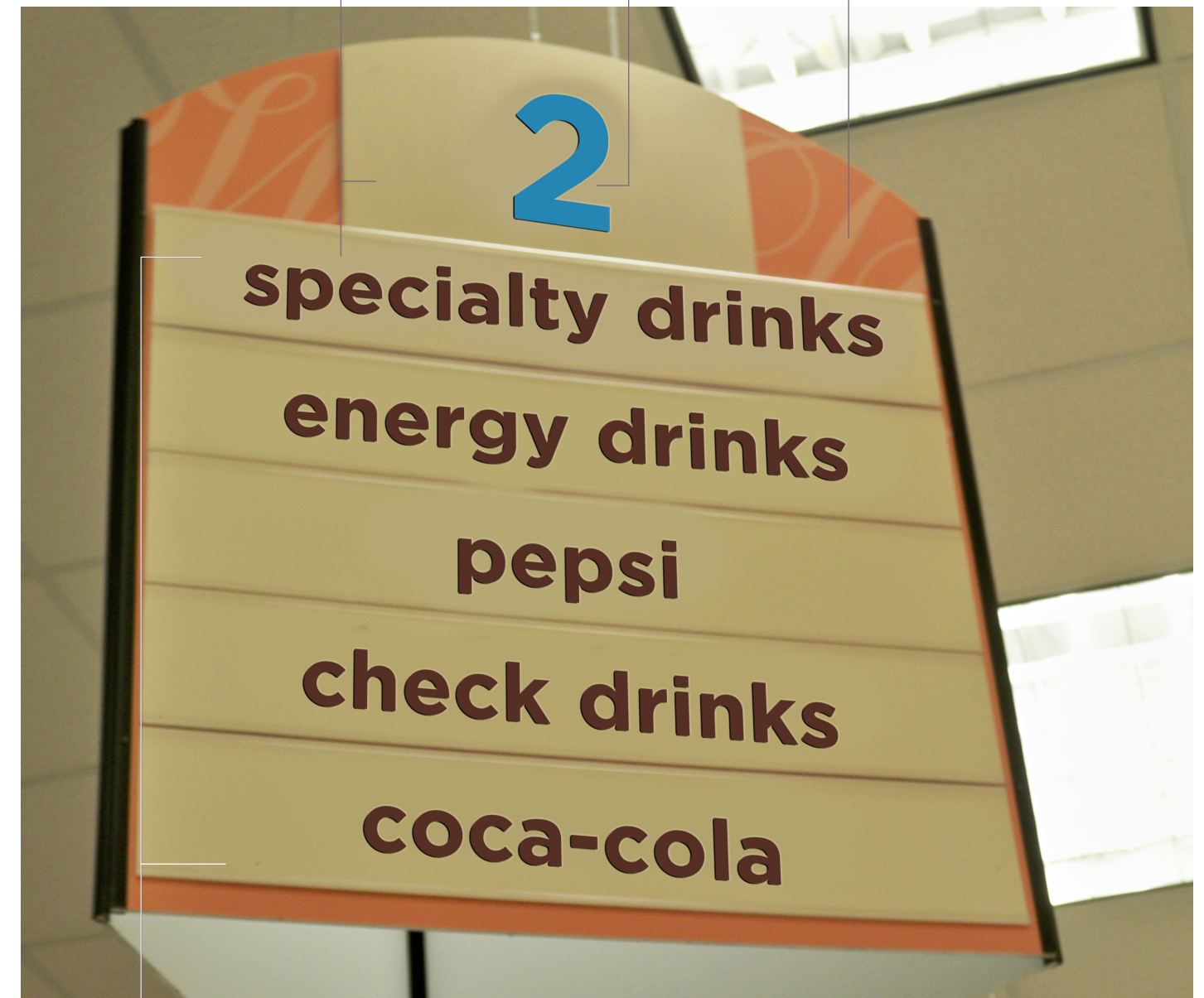


winndixie
free publications



150pt Gotham Bold
White

Black



2

specialty drinks
energy drinks
pepsi
check drinks
coca-cola

288pt Gotham Bold
Pantone DS 4625

Pantone 174

Gotham Bold
Pantone 307

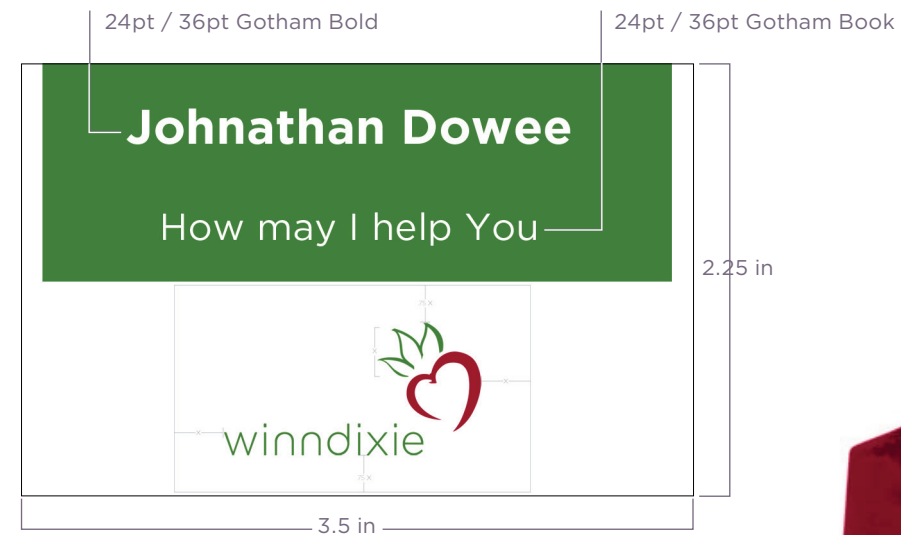
Pantone 474

Private Label Packaging

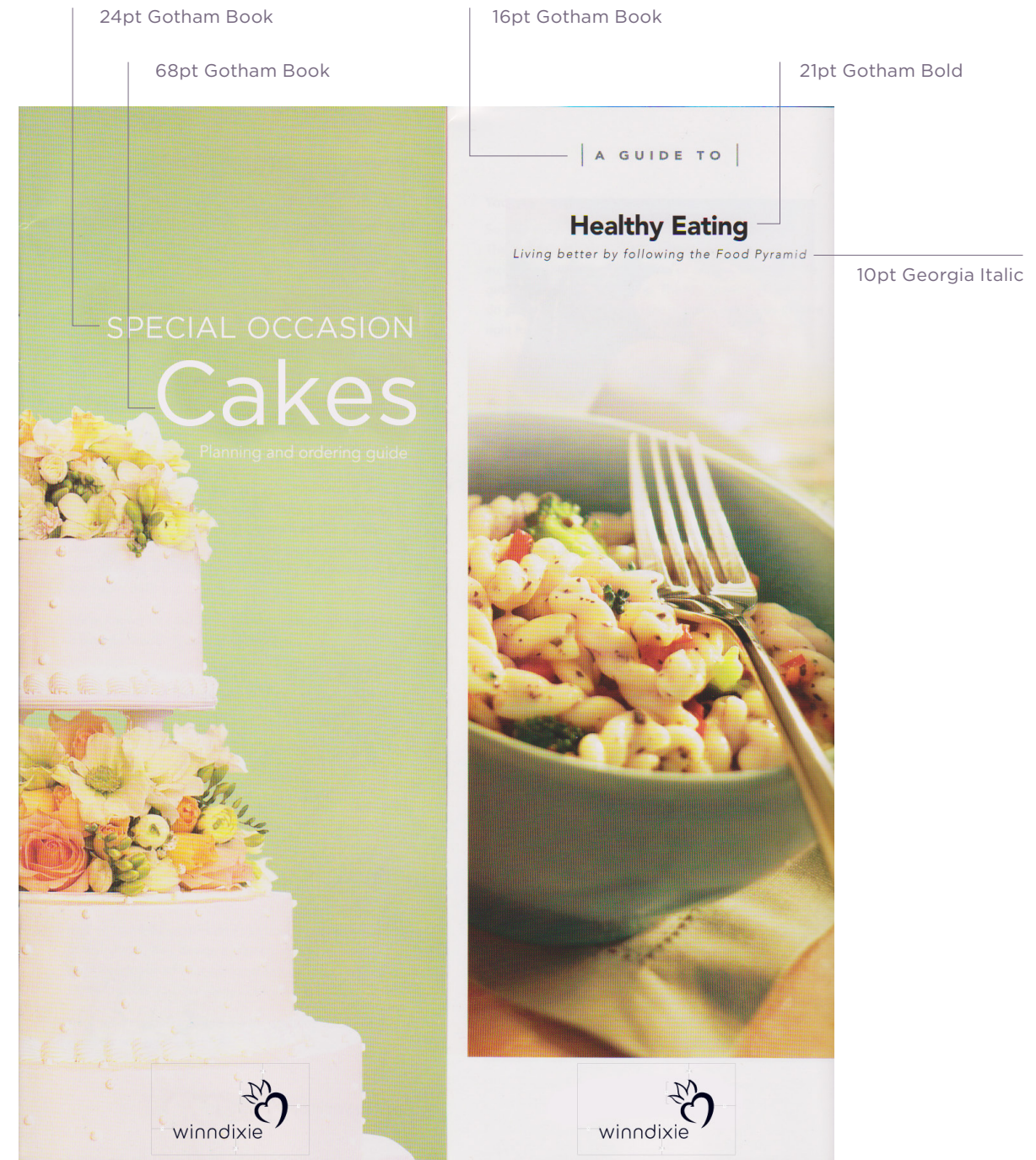
For the private label packaging the Winn-Dixie brandmark plays a secondary role. This is to facilitate the product brand holding its own and better blend with the national brand products. The products are still easily identifiable as a Winn-Dixie product without drawing attention away from the product itself.

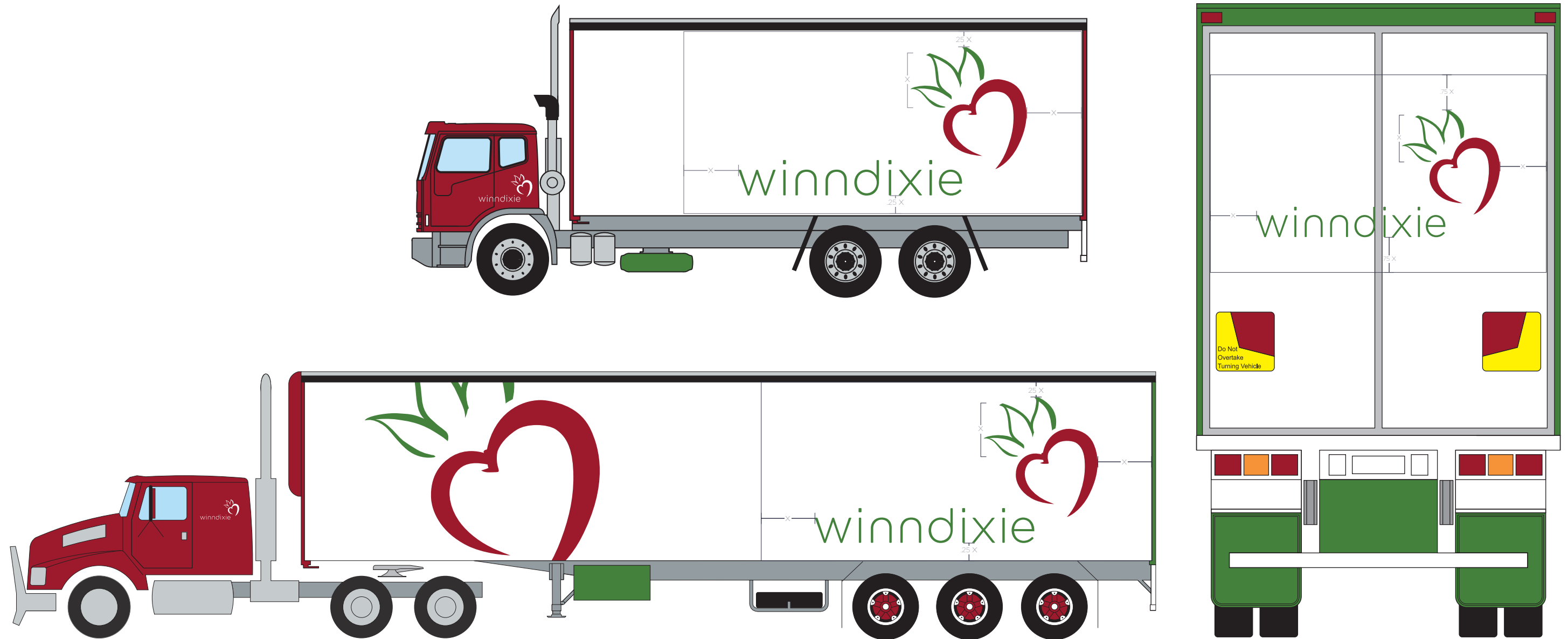


Winn-Dixie's uniforms are a simple dress shirt in Winn-Dixie Leaf Green, and an apron in Winn-Dixie Heart Red with a large reversed out (white) brandmark on it. Employees also have a name tag that features aesthetics in line with the stationary system promptly asking the customer, "How may I help you," as an extension of the brand promise / core values (inviting and reliable).

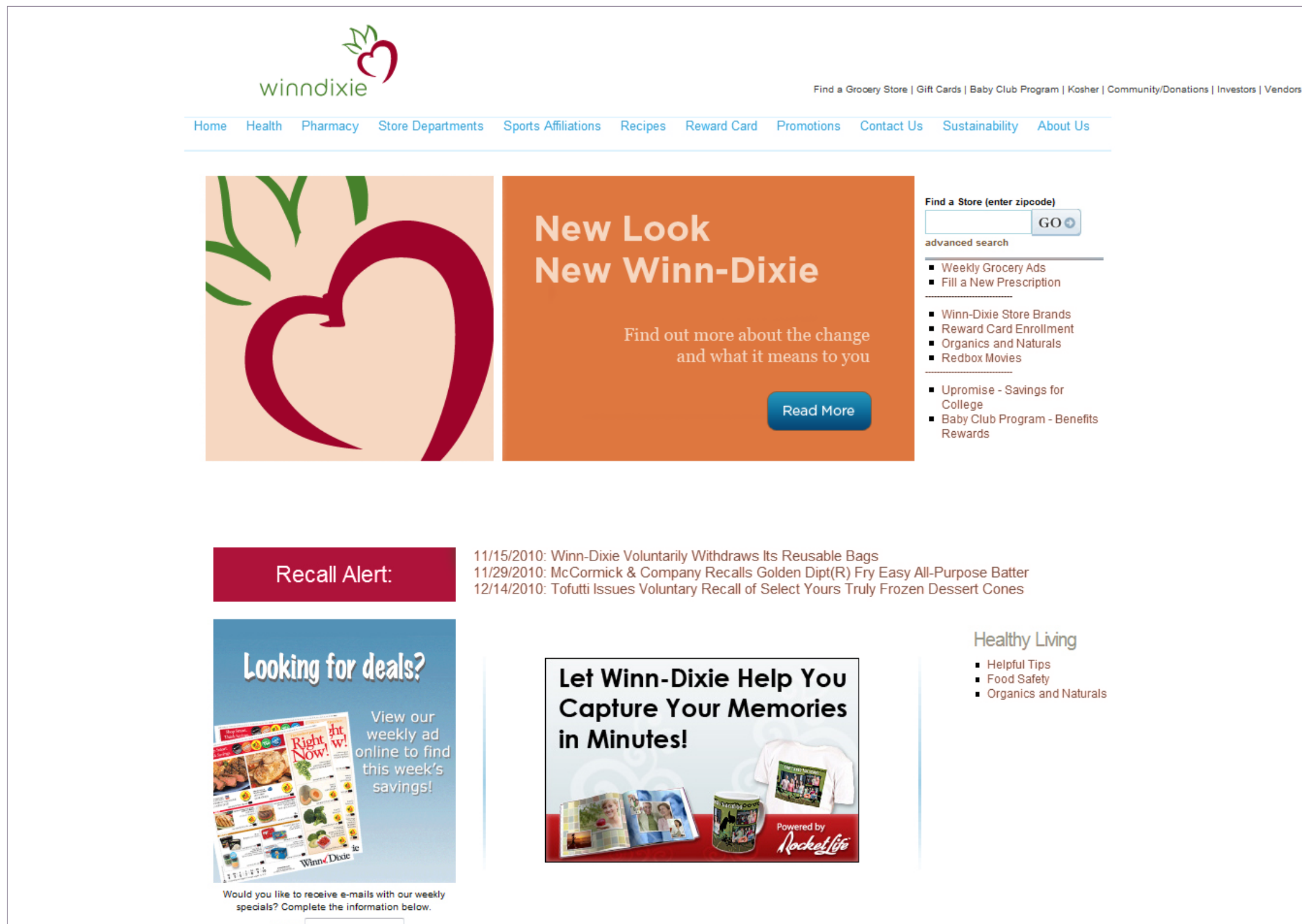


Even with the strict guidelines set forth, there is plenty of room for variation within the application of the brand identity system. As demonstrated in the sample collateral, all of which have a distinct feel, while still within the brand image Winn-Dixie has established, simple changes within the system allows for enough flexibility.





Winn-Dixie's current website has a clean aesthetic that lends itself well to the new brand image. The site has been updated to follow Winn-Dixie's new brand colors and type, as well as replacing the previous landmark. To alleviate confusion among visitors and as an opportunity for PR the rotating banner will be temporarily replaced with a static version that links the new brand identity rollout page. After a period of adjustment the rotating banner will be re-instated.



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About Us. (n.d.). Retrieved January 15, 2011, from Sweetbay Supermarket:

<http://www.sweetbaysupermarket.com/content.jsp?pageName=AboutUs&leftNavArea=AboutLeftNav>

About Whole Foods Market. (n.d.). Retrieved January 14, 2011, from Whole Foods:

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http://www.winndixie.com/About_Us/Our_Brand.asp

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http://en.wikipedia.org/wiki/Sweetbay_Supermarket

Values and Mission. (n.d.). Retrieved January 15, 2011, from Sweetbay Supermarket:

<http://www.sweetbaysupermarket.com/content.jsp?pageName=ValueMission&leftNavArea=AboutLeftNav>

Whole Foods. (2011, January 13). Retrieved January 14, 2011, from Wikipedia:

http://en.wikipedia.org/wiki/Whole_Foods_Market

Winn-Dixie. (2011, January 11). Retrieved January 12, 2011, from Wikipedia:

<http://en.wikipedia.org/wiki/Winn-Dixie>

Winn-Dixie Stores. (n.d.). Retrieved January 12, 2011, from Company Statements and Slogans:

<http://www.company-statements-slogans.info/list-of-companies-w/winn-dixie-stores.htm>

Winn-Dixie Stores Inc - Form 10-K - EX-21.0 - Subsidiaries of Winn-Dixie Stores Inc - August 30, 2010.

(2010, August 30). Retrieved January 14, 2011, from FAQs.org: http://www.faqs.org/sec-filings/100830/WINN-DIXIE-STORES-INC_10-K/dex210.htm

Winn-Dixie Stores Inc - Principal Subsidiaries. (2010). Retrieved January 13, 2011, from enotes:

<http://www.enotes.com/company-histories/winn-dixie-stores-inc/principal-subsiaries>

Winn-Dixie's new format aims for a winner. (2010, June 7). Retrieved January 14, 2011, from Miami Herald:

<http://www.miamiherald.com/2010/06/07/1668517/winn-dixies-new-format-aims-for.html>



winndixie

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Jacksonville, FL 32254