

Brand Overview

ShopDot is a regional grocer operating 34 stores in two states. We have strong perimeter offerings with custom cuts at our meat counter; custom cakes; floral arrangements; and prepared meals from our hot and cold tables. Wherever possible, we adapt to local preferences. Different location, different store, same excellent service.

PointZ is our one-stop portal for rewards, loyalty, and subscriptions. Customers do not need a paid subscription to start collecting points and special offers, but do need a paid subscription to access savings on pickup and delivery. We encourage customers to sign up for their first online order, but allow guest checkouts as well.

Our private label, ShopBrand, includes staples and treats to help our customers put food on the table that they can trust. ShopOrg is our organic and healthy living label.

shop.

shop.

pointZ

pointZ

shop.
Brand

shop.*org*

Shop Icons

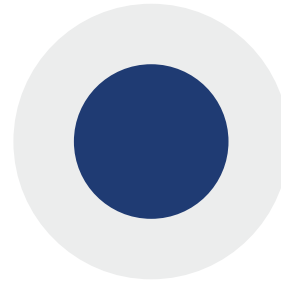
We are exploring brand options around iconography for small spaces.

A white rounded square icon with the word "shop." in a bold, black, lowercase sans-serif font.

shop.

A dark blue rounded square icon with the word "shop." in a bold, white, lowercase sans-serif font.

shop.



Colors

Shop(dot) uses an understated but effective color palette. Blue, gray, black and hints of orange and lime showcase our foods and distinguish our brand from other regionals. We do not use gradients. Our colors are very accessible. Everyone needs to eat and shopping at Shop(dot) is an inclusive and accessible experience whether it is online or instore.

Primary



#0D3876

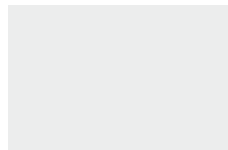


#000000



#EBEBEB

Secondary



#EBEBEB



#BDC837



#CD4C18

WCAG AAA

#000000 +
White or #EBEBEB

#0D3876 +
White or #EBEBEB

#505050 +
White or #EBEBEB

WCAG AA

#CD4C18 +
White or #EBEBEB

#BDC837 +
Black or #0D3876

Fonts

Shop(dot) uses Poppins for most headlines and body copy. Where necessary, a legible sans serif is a suitable substitute on the web. For special treatments and emphasis, Signpainter Housescript Semibold can be used.

Poppins Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Poppins Semibold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Poppins Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Signpainter Housescript Semibold

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz*

Samples

Here is the Shop(dot) brand applied to a digital circular, based on the mockups for the MAP event.

