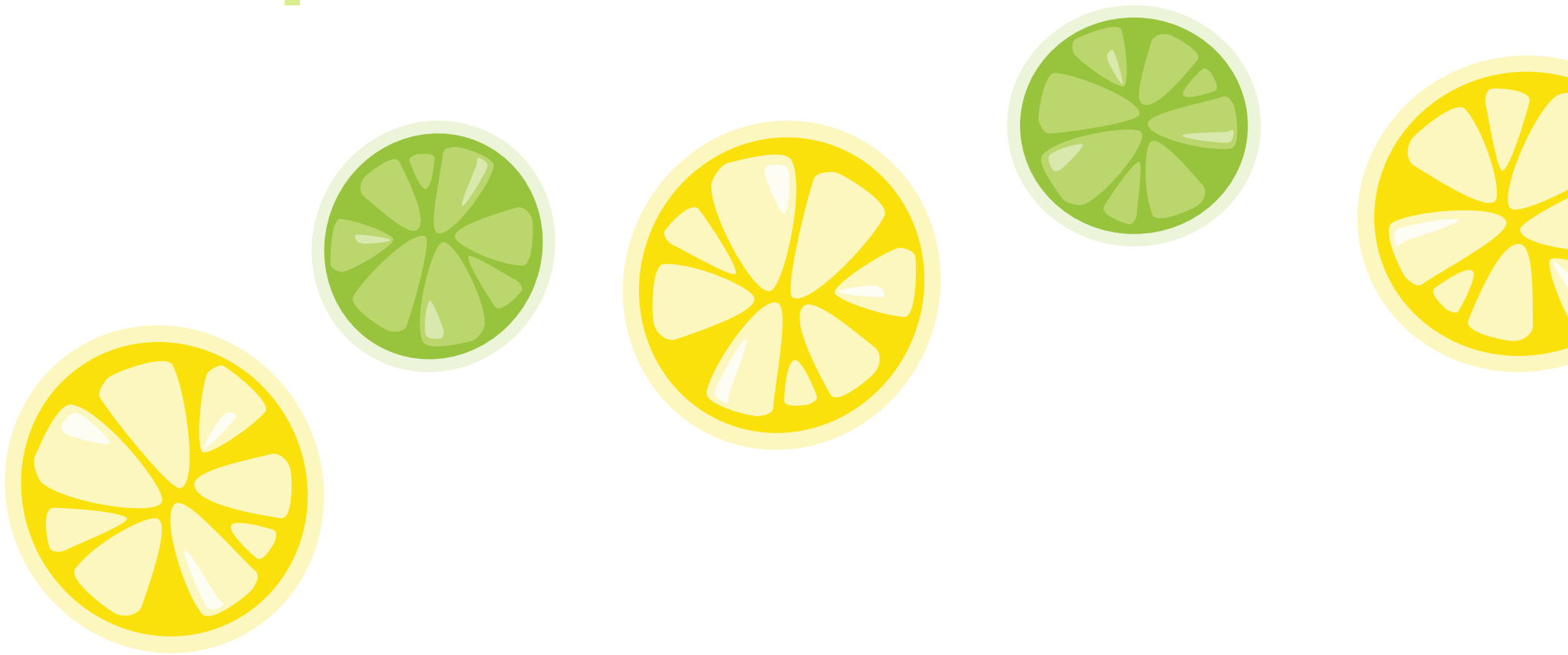


Our Brand



How to use our guidelines

Use this guide to better understand Aldi and the look we want to achieve. Think fresh, fun, and bold!

- 3 Our mission and values
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- 5 Tone of voice and tagline
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Our mission and values

As the nation's low-price grocery leader, our store model is built on creating efficiencies at every level—from store construction, to distribution, to the specific products we stock. Our success shows we are as much a philosophy as we are a grocery store. Every aspect of our operations has been rethought and reinvented to maximize the quality of our products and savings for our customers.

At ALDI, we believe in providing value and quality to our customers by being fair and efficient in everything we do. Led by three core values, we maintain a commitment to delivering more to our employees and our customers, every day.



Led by
3 core
values

consistency

Leads to reliability

simplicity

Creates efficiency
and clarity

responsibility

Stands for our
commitment to others,
fairness, and honesty



is the only grocery store that offers both fresh, farmer's market foods and expert advice that helps the whole family save.

Tone of voice

Aldi Fresh Market is friendly and fun. We don't take anything too seriously, other than our passion for helping families eat healthy and fresh. Be professional, but also casual.

Keep in mind the tone of our tagline:

Fresh quality, refreshing price.

The tagline reflects our core value of simplicity and so should the rest.



Brand identity elements

This is what makes us Aldi Fresh Market.



Logo without tagline

This is the logo we use most frequently. It can be used anywhere and especially where space is limited. Always include Fresh Market and the three lines.



Logo with tagline

Sometimes the logo is shown with the tagline. It can only be used for print as long as it is not at a very small size.

Clearspace between tagline and longest horizontal line in the logo must be equal to the cap height of 'F' in 'Fresh.'



One color logo

Sometimes we show the logo in one color, which is always purple. If the logo sits on a colored background, use this logo variation. This can also be paired with the tagline.



Black and white logo

The logo can be shown in all black or all white. Black can only be used in black and white designs; however, all white can also be used on a colored background.



Incorrect applications

There aren't many rules when it comes to using our food illustrations—creativity and fun is important.

However, be careful when using the logo. We don't like to vary it in too many ways.



X



X



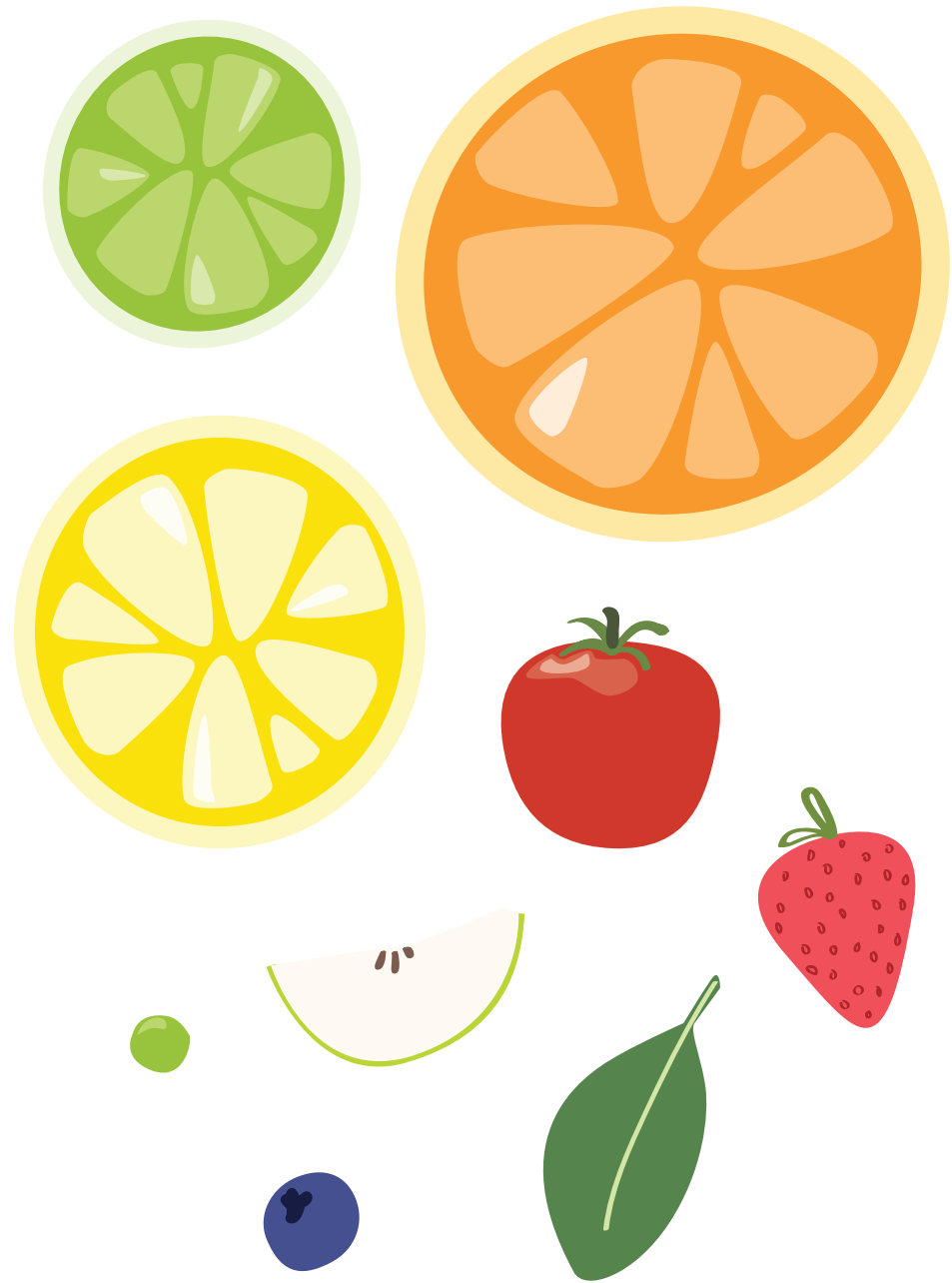
Fresh quality, refreshing price.

X

Additional elements

We often include fruit and vegetable illustrations in our advertisements and product packaging. Have fun with these, but do use them sparingly unless they are the focus of the design piece.

- If there is ever a bulleted list, we like to use this square bullet
- This can only be used in our purple color



Color

Our colors are what make Aldi fresh and fun.



Primary color system

These are our two main colors.



PANTONE 227 U
CMYK 29/86/29/2
RGB 180/72/120



PANTONE 227 U
CMYK 20/0/56/0
RGB 209/240/144

Secondary color system

These are our accent colors and are to be used for the web only. Feel free to incorporate black and white where needed.

Sometimes additional accent colors can be pulled from food illustrations if they are used in the design.



PANTONE 368 U
CMYK 66/6/100/0
RGB 100/178/70



PANTONE 3278 U
CMYK 85/15/60/1
RGB 0/155/130

Incorrect applications

Never use our colors in ways like this.



aldi FRESH MARKET

X



aldi FRESH MARKET

X



X

Typography

There are two typefaces that make up Aldi's identity.



Primary typeface

Gotham is a geometric sans serif. It's clean, modern, and easy-to-read. We primarily use the Medium weight, but **Bold** or *Bold Italic* works too.

Gotham Medium

Supporting typeface

Digory Doodles is a playful script font. It contrasts Gotham and reinforces the fun in Aldi. This is used very sparingly and is only for larger text or headers. It should not be used for business-to-business materials.

Digory Doodles

Image library

Aldi relies heavily on food illustrations, but sometimes it's nice to include some real food photography.

Acceptable images

We only use food photography. Images should always be full-bleed and in full color. They should also be reflective of the current season's produce.

Sometimes we will use overlay text on images. This can be in either of our two typefaces, but it must be white and legible on the photo.



Application

Exterior advertisement 1

This is a billboard featuring Aldi's tagline, logo, and food illustrations.

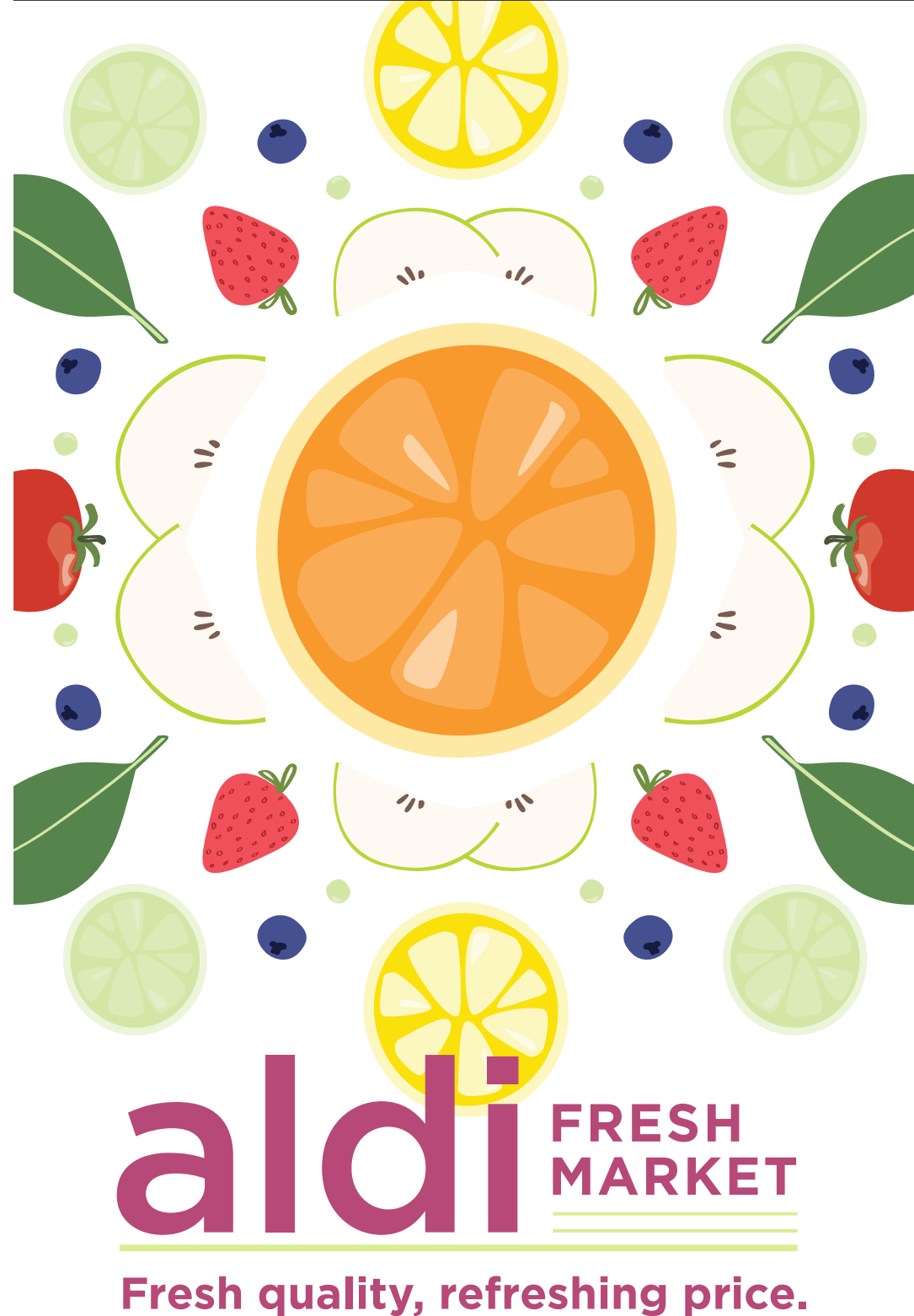
- The Digory Doodles font is used a large, easy-to-read size
- The two colored logo is used on a white background
- The lemon illustrations make the ad fun



Exterior advertisement 2

This is a bus stop poster featuring Aldi's tagline, logo, and food illustrations.

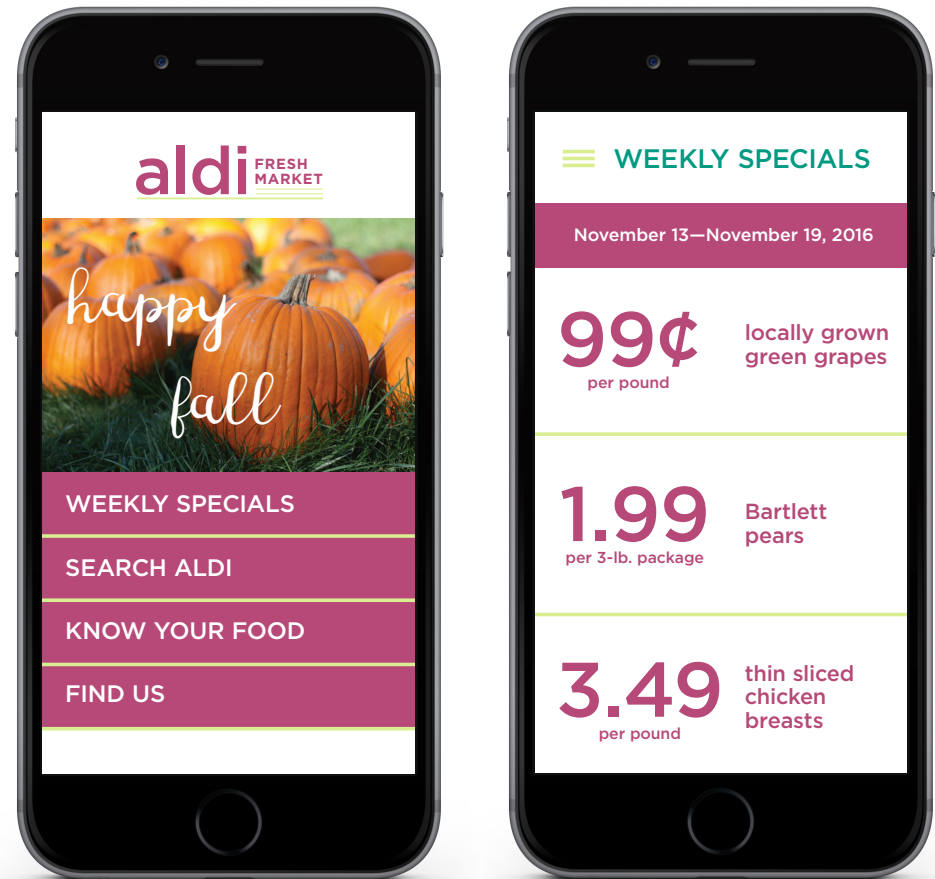
- The tagline is shown at a large size
- The two colored logo is used on a white background
- The illustrations make up the entire ad



Mobile app

This is a 4-page app that makes shopping at Aldi easier.

- Weekly Specials page shows current deals
- Search Aldi page allows you to search for any product to see what is in stock at your local Aldi
- Know Your Food shows in-season produce and provides nutritional benefit information about each food
- Find Us page is a location finder for an Aldi store near you



Product packaging

This is a series of packaging for canned food, including pumpkin, tomatoes, and peas.

- Each can uses food illustrations
- The Digory Doodles font is at a large size
- Body copy is in Gotham Medium
- The Aldi logo is shown in white on each colored background
- Colors are pulled from the fruit illustrations



Shopping bag

This is a reusable tote bag that can be purchased by Aldi customers.

- Each bag uses food illustrations
- The Aldi logo is shown in purple on the colored background



Paige Heinle
Branded Identity
Part 4
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