

we are
simply mac

This is your guide

to our brand's identity,
positioning, and strategic
vision in the marketplace.

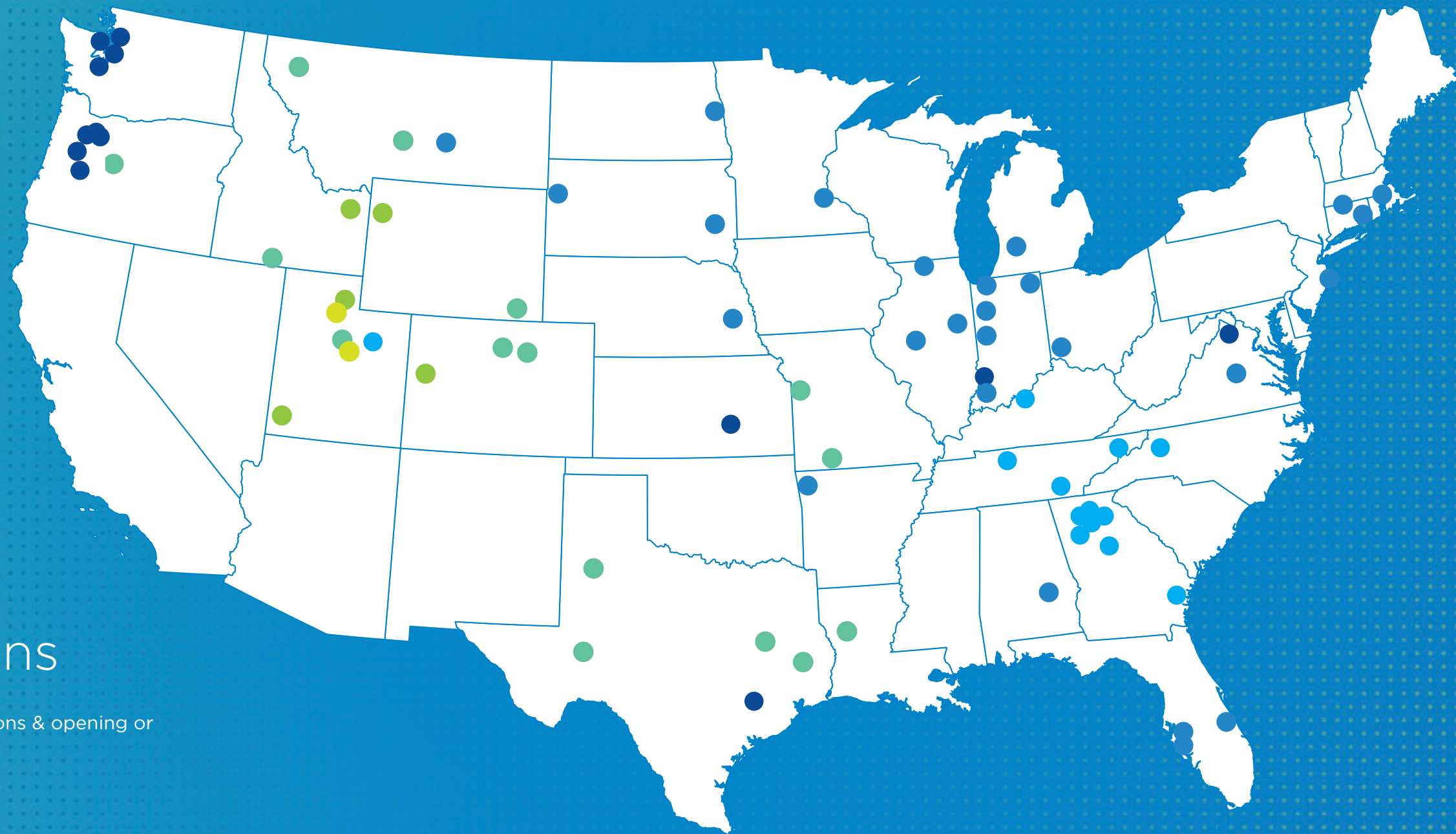
This document will provide you with general guidelines of how we communicate our brand to the wider world. There will be specific playbooks made available to you that will provide channel-specific guidelines, but this top-level document is intended to guide the spirit of the Simply Mac brand. If it accomplishes nothing else, it should provide context and clarity behind how we interact with our customers, and how our brand

assets - our retail, our digital presence, and every other consumer touchpoint we possess - must support and enhance those interactions. If we've done our jobs properly, this document will be referenced, distributed, talked about, improved upon, printed out, dog-eared, scribbled on, quoted (accurately, we trust), and generally wrung through by every one of our brand stakeholders in the service of communicating our brand's unique message.

simply mac

service that inspires

Our mission is to be
the premier provider of
personalized service and
technology to enrich the
lives of our customers.



our locations

our current locations & opening or acquisition dates

**AUG
06**

Began in Salt Lake City. Incorporated in August 2006. Open first store in Orem, UT named Apple Specialist.

**OCT
12**

Expand to 8 stores. GameStop acquires 49% stake.

**NOV
13**

Expand to 23 stores. Acquired by GameStop and begin operation as a wholly-owned subsidiary.

**JUL
14**

Acquire Mac Authority's 6 stores in Nashville (2), Chattanooga, Louisville, Johnson City, and Winston-Salem.

**NOV
14**

Acquire Peach Mac's 12 stores in Georgia (8), Tampa/Clearwater (2), Montgomery, Charlottesville, & Peach Mac Airports in Denver, Hartford, and LAX.

**MAR
15**

Acquire The Mac Store's 10 stores in Oregon (6) and Washington (4).

We don't just want to be
the biggest; we want to
be the **greatest**.

This is how we get there...

A photograph of three business professionals in an office setting. On the left, a man with short brown hair is smiling and looking towards the center. In the middle, a man with long brown hair and a beard is smiling and looking down at a device. On the right, a woman with long blonde hair is smiling and looking towards the center. The background is a blurred office environment. The image has a green-to-blue gradient overlay with a white dot pattern.

personalized.
service

Personalized service

This will be the central tenet that runs through all our brand identity and positioning. If our brand has a single lens through which everything we are should be viewed, this is it.

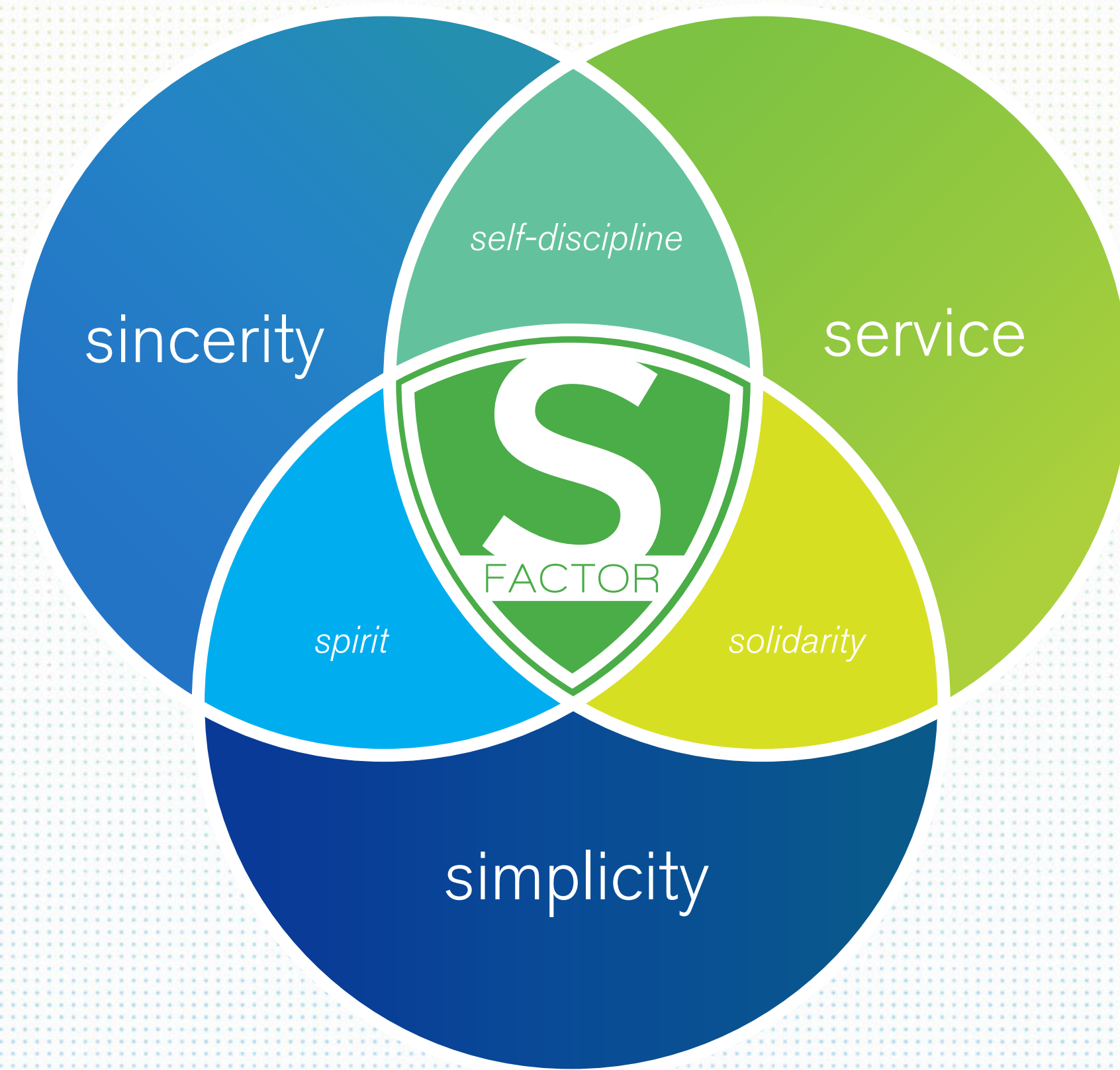
Rest assured, when we are at our best, humming on all cylinders, we are already doing this. Now we're simply naming what our brand is chiefly about. In essence, it's time to get serious about what we stand for as a brand.



the s-factor

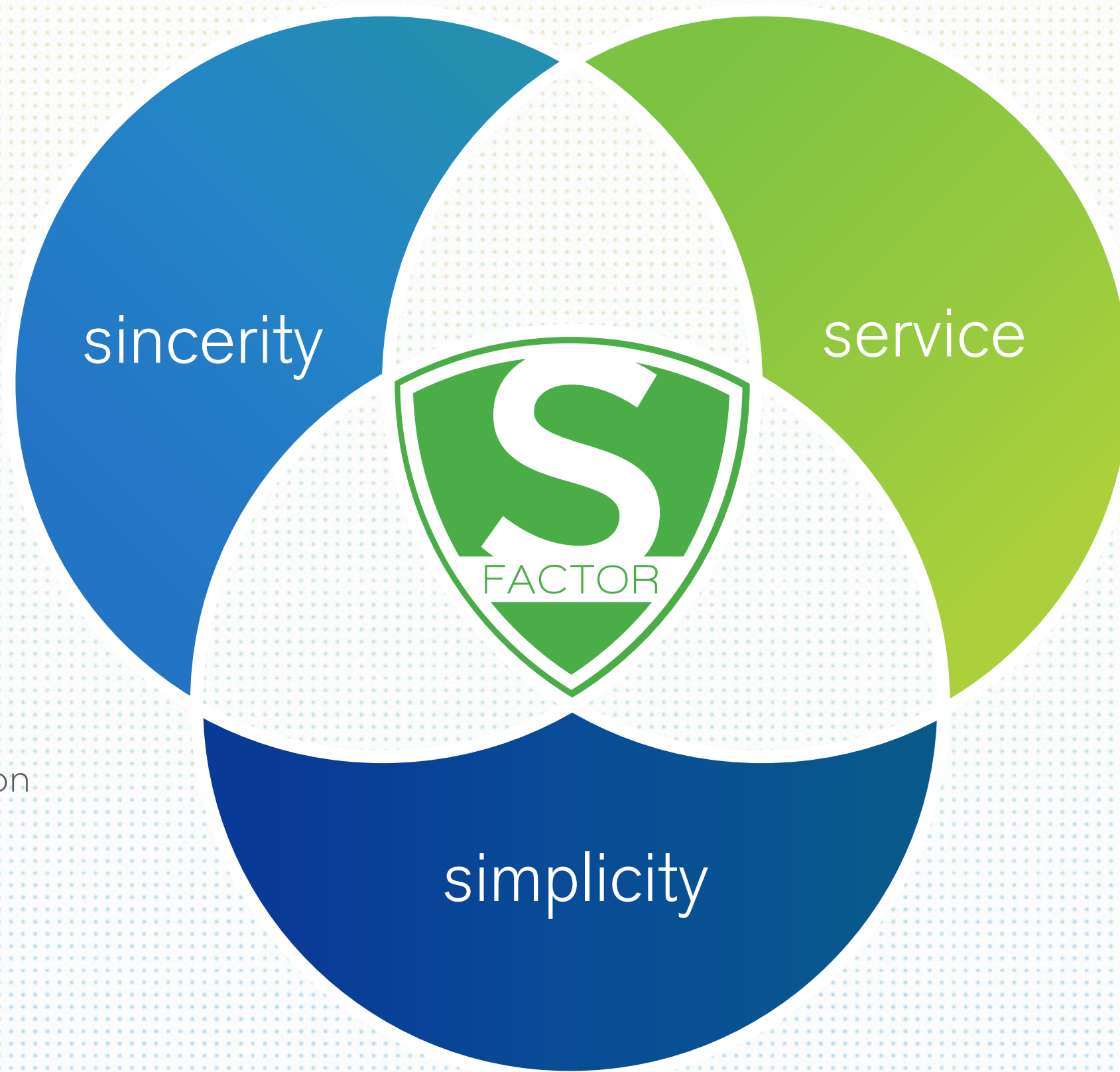
and our shared values

The **s-factor** is at the core of our personalized service. Everything we are, say, and do should be viewed through this lens. It is the culmination of our six shared values and the answer to why choose simply mac.



the power of six

The power of the S-factor comes from six shared values. Three outward-facing values and three inward-facing values that all happen to start with the letter S. Clever, right?



facing
outwards

Values that make
the first, second,
and every impression
thereafter

The three outward-facing
values are verifiable values
that reflect who we are to
our customers.

1.

service

We exist to fulfill our customers' needs



2.

simplicity

We are easy to do
business with



3.

sincerity

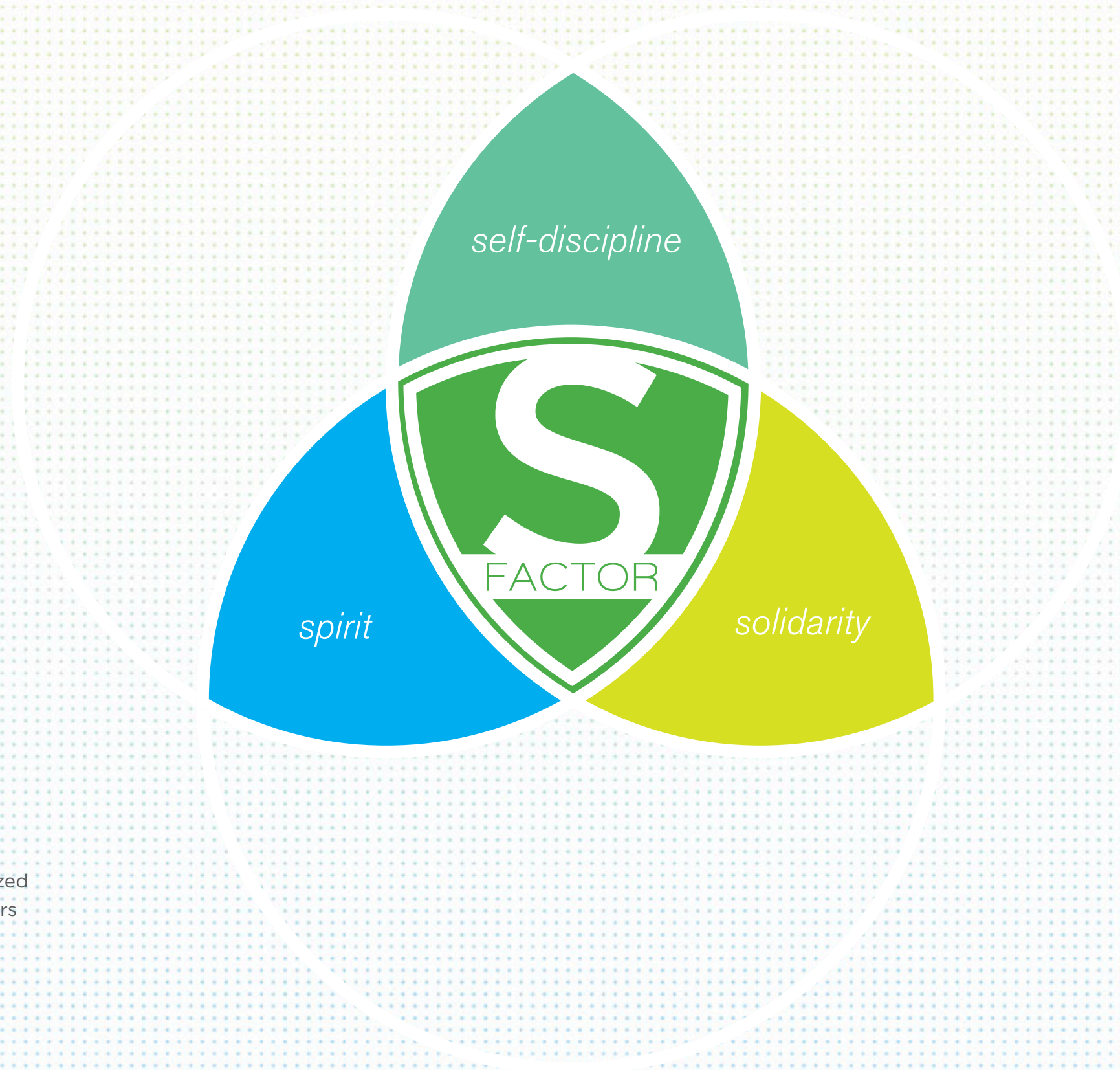
We always act with
honest intentions



facing inwards

What pushes us
to be the greatest.

Closer to the core are values that
represent what each of us brings
to the customer experience.
They push us to deliver personalized
service that exceeds our customers
needs and expectations.



4.

spirit

We tenaciously
overcome all obstacles
with a contagious
positive attitude



5.

self- discipline

We are committed
to hard work,
accountability and
personal development

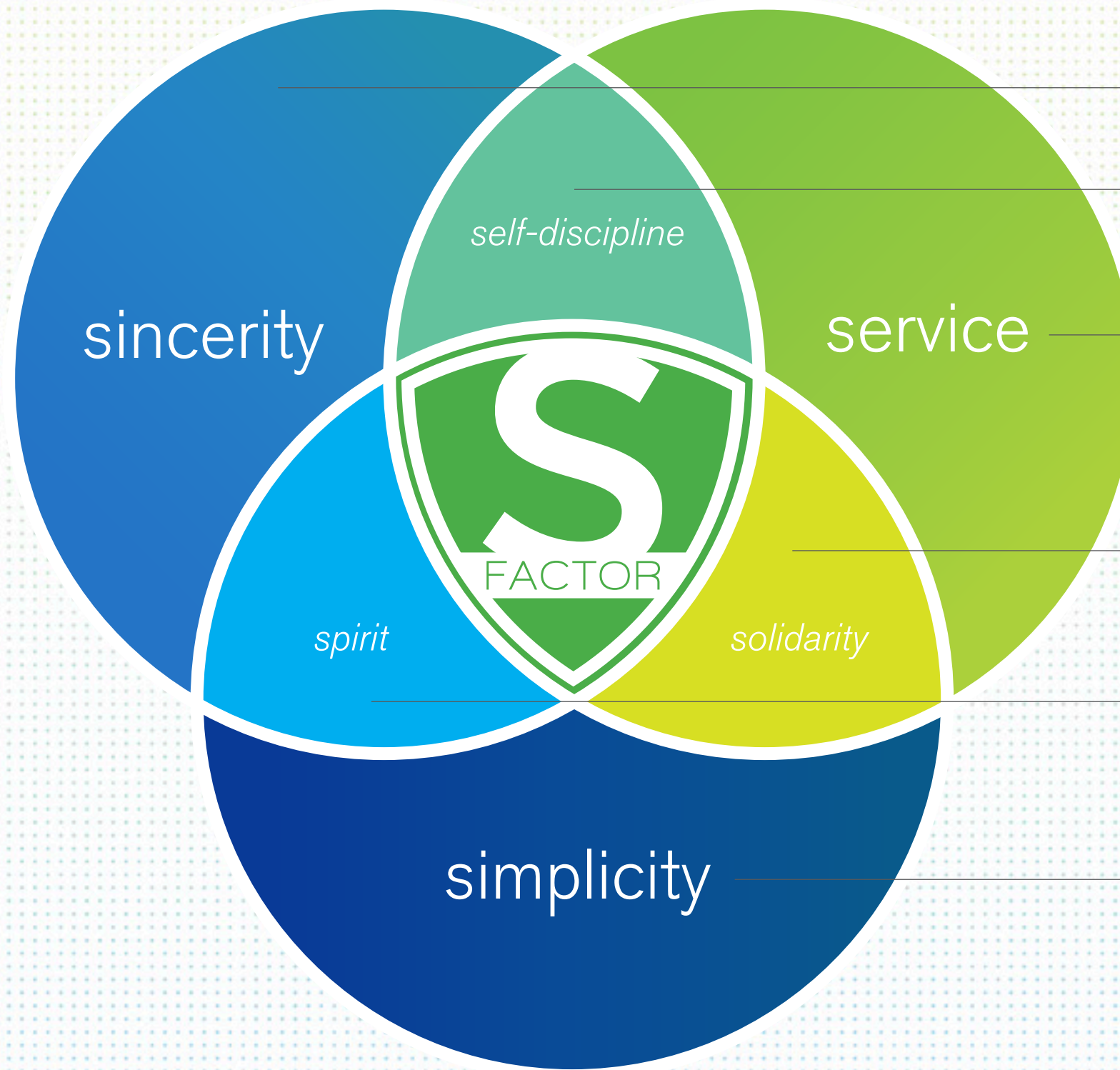


6.

solidarity

We create a feeling
of team unity based
on common goals,
interests, and empathy





the s-factor & core shared values

These form the basis of all of our communications. Here is a handy reference to their meaning and relationship with each other.

- We always act with honest intentions
- We are committed to hard work, accountability and personal development
- We exist to fulfill our customers' needs
- We create a feeling of team unity based on common goals, interests, and empathy
- We tenaciously overcome all obstacles with a contagious positive attitude
- We are easy to do business with

our pledge

This pledge is also a deeply rooted part of who we are. It's a representation of our personal stake and responsibility, and an acknowledgment that it's our individual employees that make our brand what it is.

I will take care of our customers or someone else will.

I will challenge & empower myself and others everyday.

I will prepare today for tomorrow's opportunities.

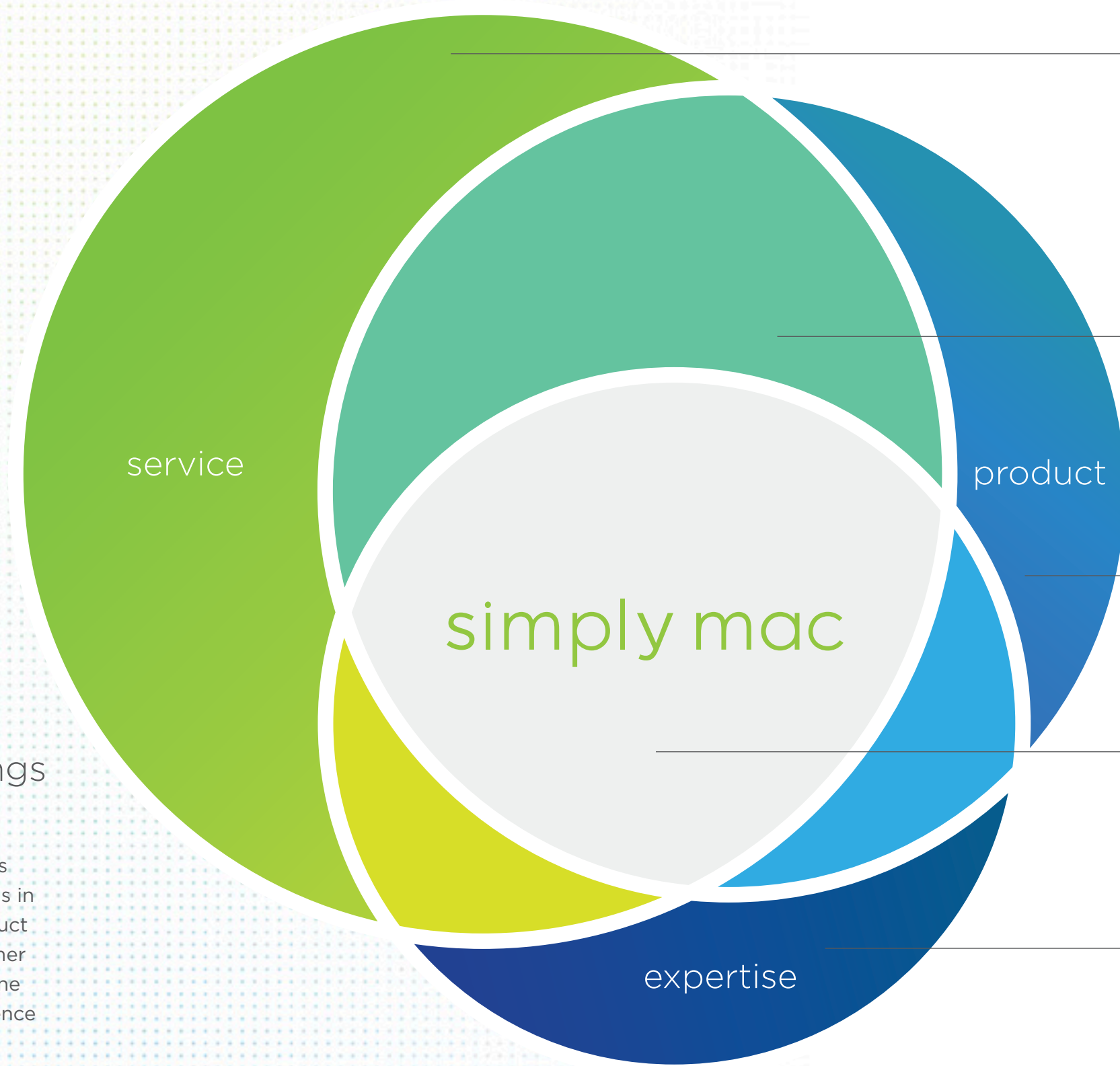
I am accountable to the business and will be given the tools to succeed.

I will work hard, improve myself, & enjoy life.

I am simply mac.

Our customers come to us for three main reasons – service, product, or expertise.

For all the ways we interact with our consumers along their journey, our most important role is to facilitate their empowerment to do more with technology to improve their lives.



our consumer experience

Three core offerings

We considered the consumer's experience, represented here, as an aspect of three core offerings in order of priority - service, product and expertise - where a consumer that comes to simply mac for one offering can and should experience the benefits of the other two offerings along their journey.

PURPOSE

While we sell Apple devices and accessories, our purpose is to be a service to our customers - to provide great interpersonal interaction during the sales experience and guidance towards satisfying their technological needs.

IF ONLY 2 OR 3...

If we only succeed at 2 out of 3, they have to be service and an elevated retail experience. Our customers receive guidance to what they need (or desire), and we are there to help them gain access to those possibilities.

OUR STORES, OUR FUNCTION

We sell products, but more importantly, we sell products through an accessible and elevated retail experience.

WHO WE ARE: OUR SWEET SPOT

Where our priority of service merges with education and a sale is where we are happiest, and our consumers are happiest as well.

WHAT WE CAN DO

More than knowledge alone, this includes the ability to share in a way that leads to understanding.

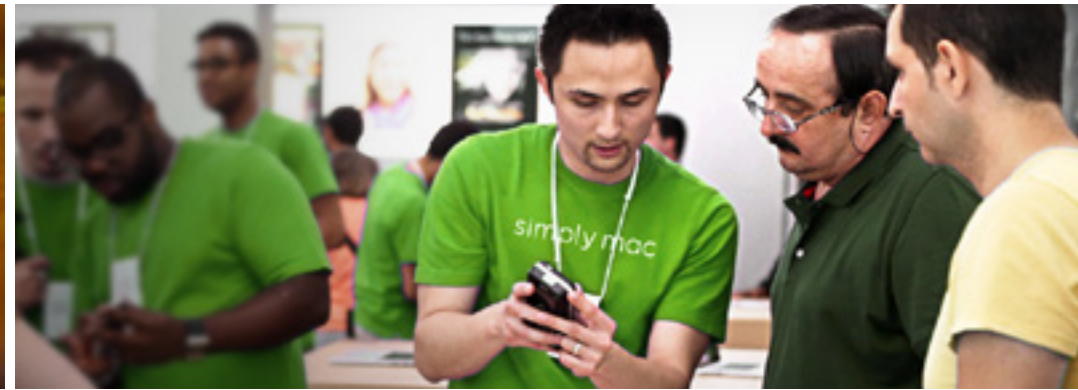
WORD-OF-MOUTH

This will be our strongest trump card. If we live up to our Shared Values and promote Personalized Service successfully, we will earn brand ambassadors through the customers we interact with..



SERVICE

The quality of our interactions with our consumers at both the onset and completion of service should be just as high as the services we've performed.



IN-STORE

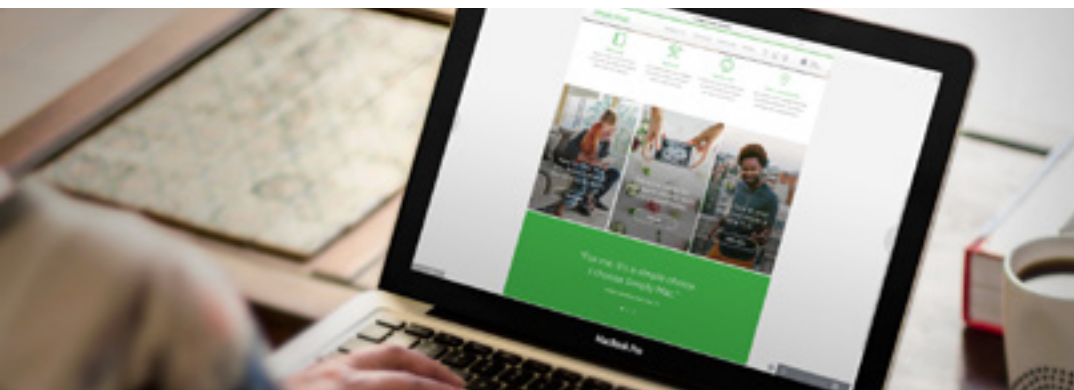
Our in-store retail experience should connect in very real terms with our Shared Values and our central brand tenet of Personalized Service. Please reference Retail Strategy deck for guidelines.



Our customers experience simply mac in various ways.

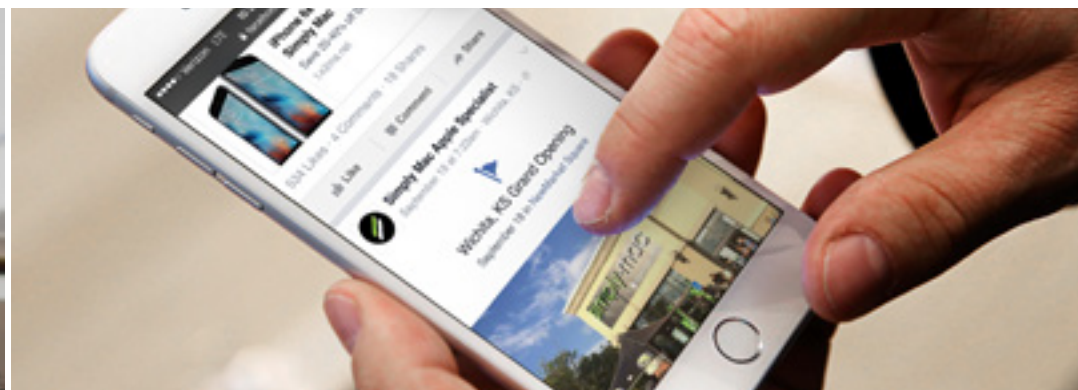
We aspire to deliver a seamless consumer experience, from the moment they choose to walk into one of our stores to the integrated checkout process and follow-up engagements.

simply mac



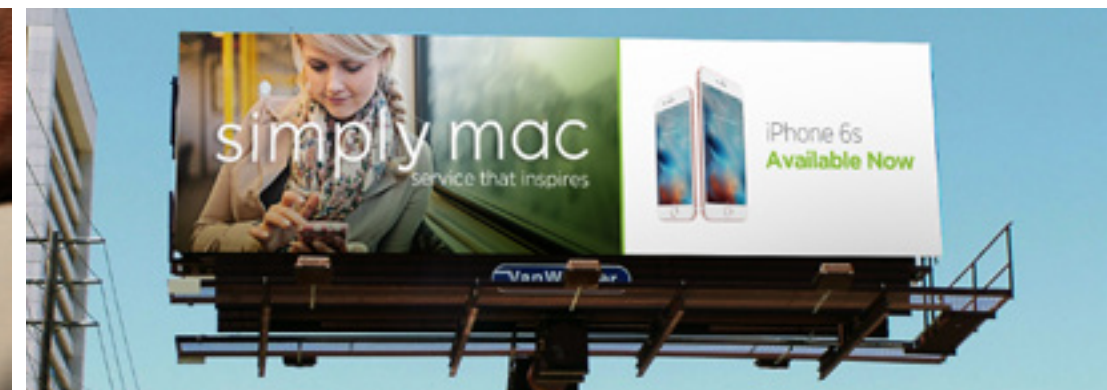
ONLINE

Our customers turn to .com primarily for information about where we are, and what services we offer. While communicating this info, it should also convey our central brand tenet as simply and clearly as possible.



SOCIAL

This channel will grow in importance for us. We will offer explorations and guidelines on how we may best leverage the various social channels currently available to us.

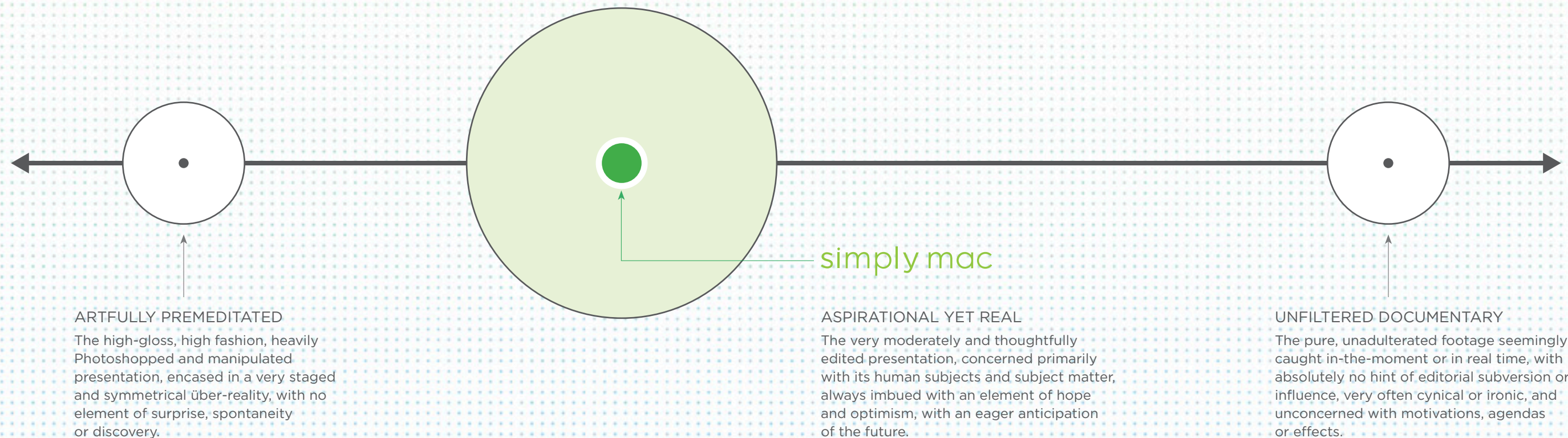


OOH

As we continue to grow and expand, OOH advertising will become part of our communication channels, particularly in new markets. To that end, we will articulate guidelines on how best to capture our brand personality in simple yet evocative ways.

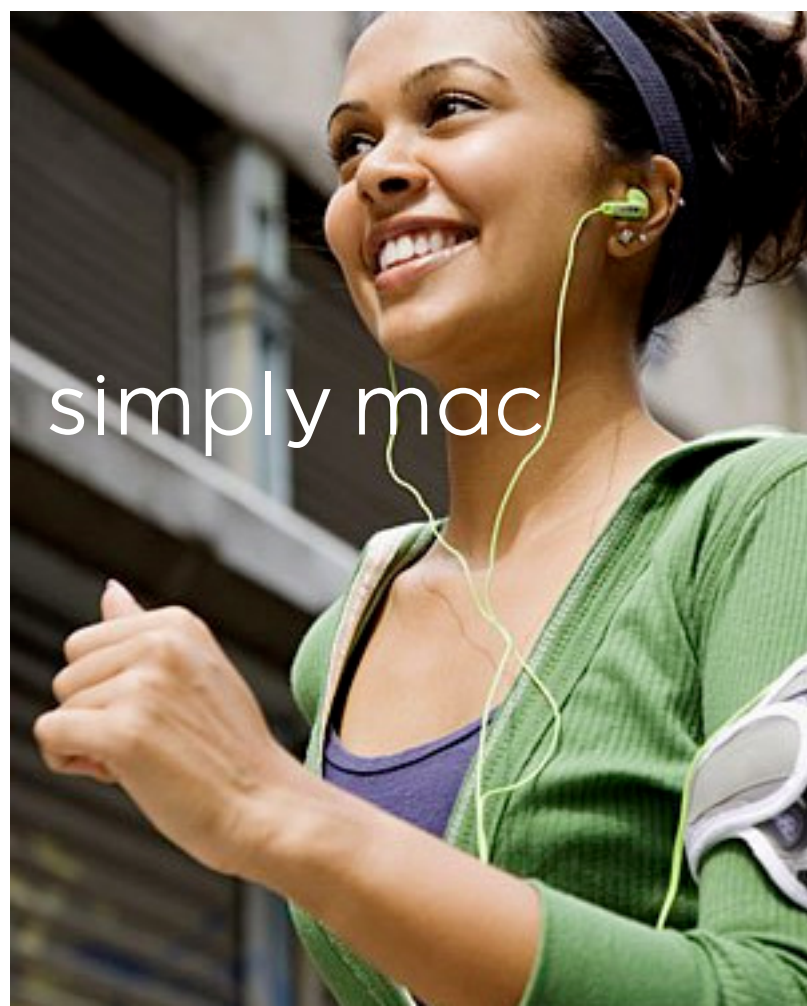
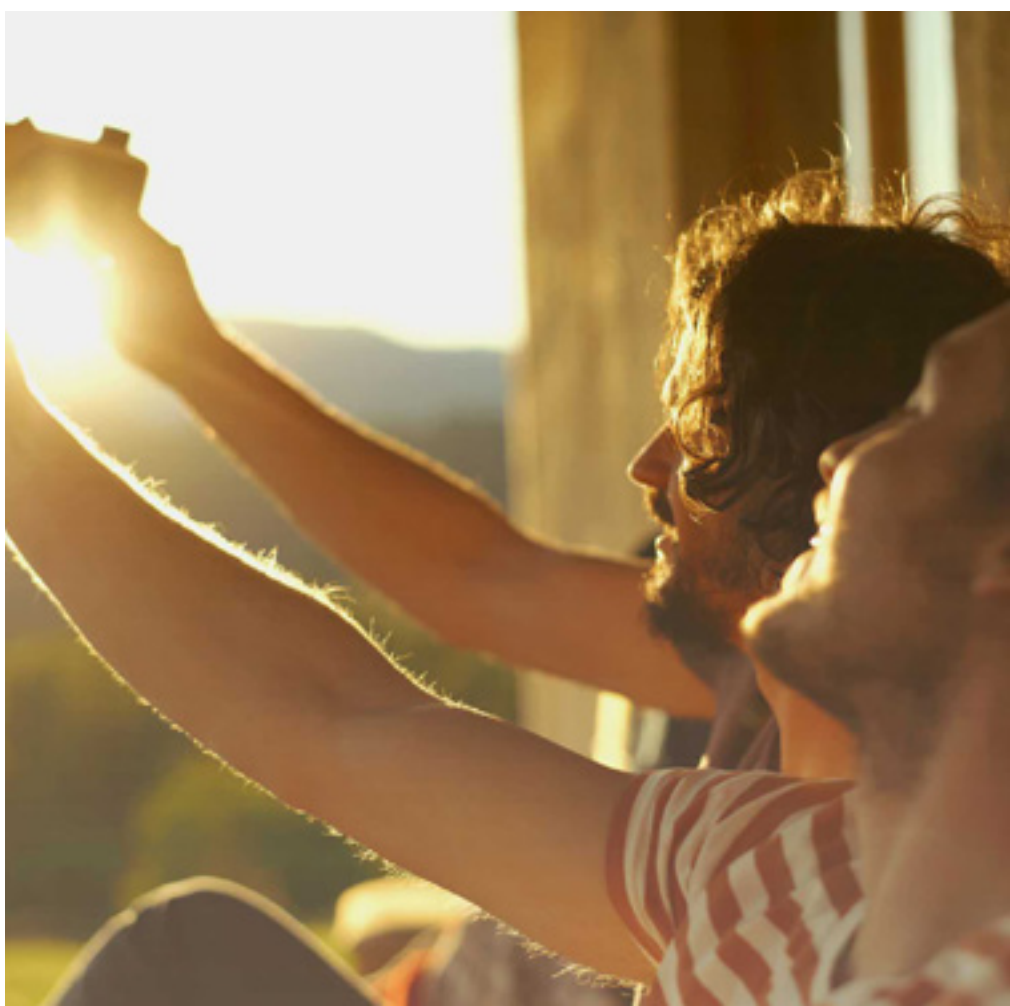
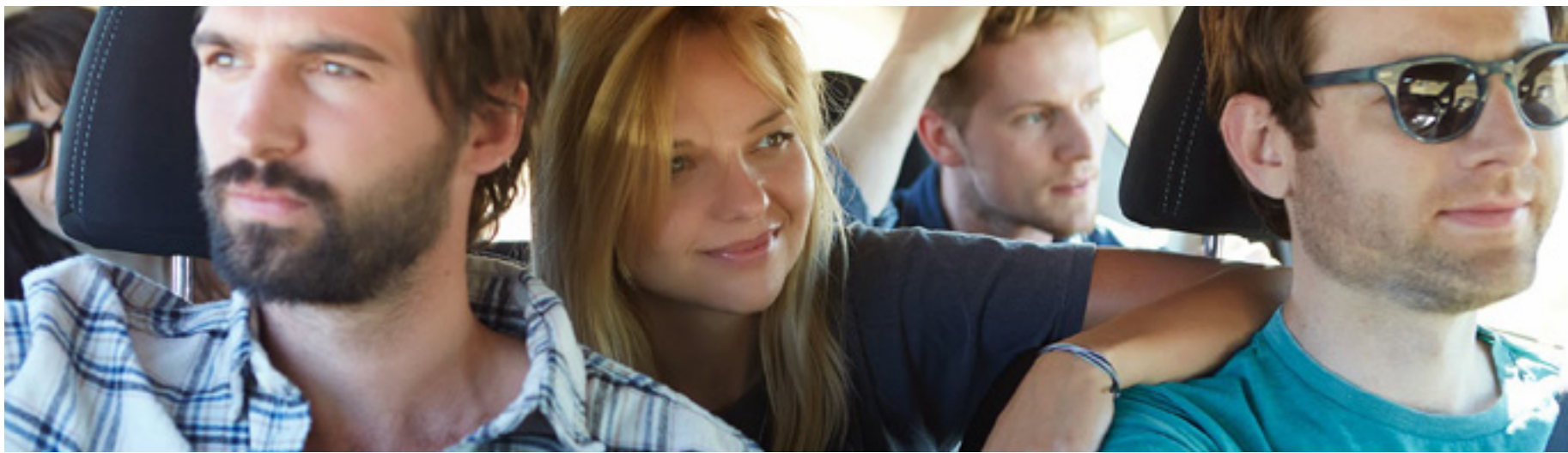
brand personality

Our brand personality is aspirational but real. Our actions reflect our **shared values**.



GUIDELINES

FOR BRAND





We **communicate simply**,
so that the focus can be
on our customers.

Keeping our communications simple opens up avenues for personalizing each interaction to our customers' needs. By reducing the clutter, we help turn focus on to what is important. But we are neither sterile nor machine-like. We value the human element above all else, so we allow that to shine through as well. The following guidelines will assist in easing that communication.

tale of contents

OUR POSITIONING

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OUR GUIDELINES FOR BRAND

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brand marks

Our brand marks identify us and therefore should always be present, whether they are the forefront of the communication or as a simple reminder that the communication is from us. The following pages outline their usage.

our logo

It identifies us.

We've simplified its form and color.

Our logo should be present & visible in all important communications, but its prominence shifts based on the needs of each context.

The following pages will outline how and when to adjust its use.

In prose, our name is normally written using all lowercase, without the interpunct (•) between simply and mac. This is true, even when simply mac begins a sentence. If the text is in all caps, then simply mac should also be written in all caps so that it feels natural to the copy.



simply mac

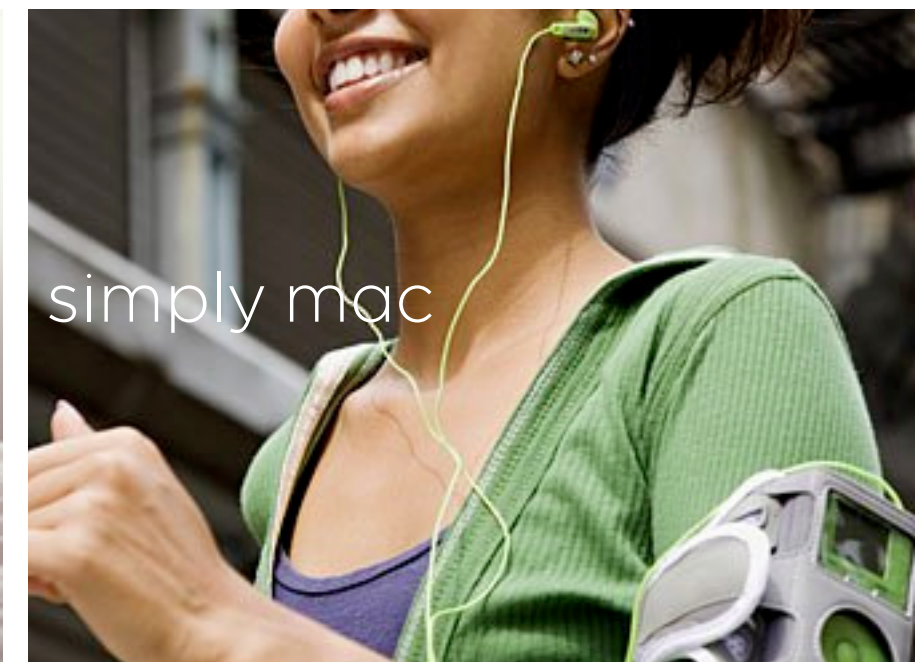
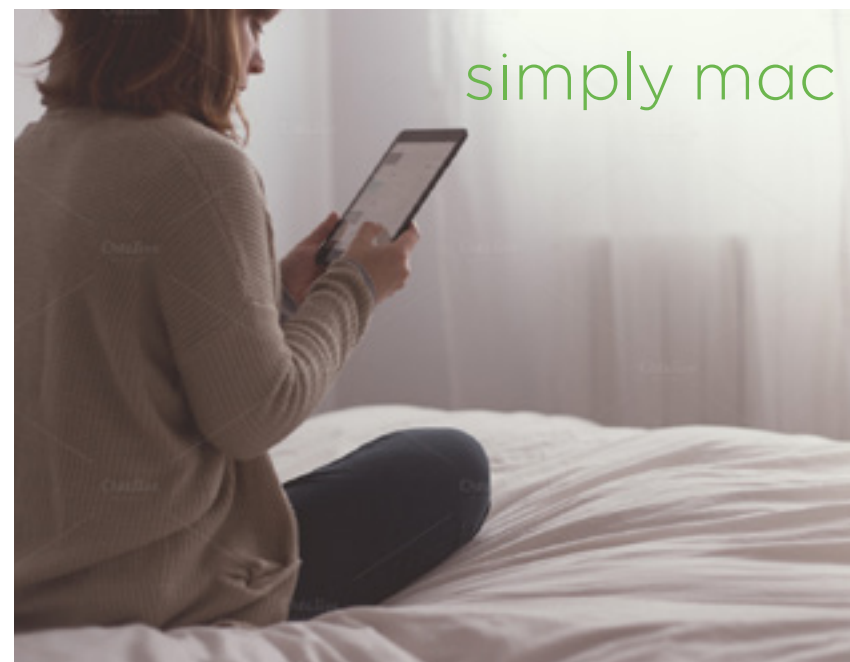
PREFERRED VERSION / FULL COLOR

Whenever possible, use this version in full color or PMS values.

our logo

Over backgrounds.

When choosing to place our logo over an image or background, be sure to do so in a way that doesn't shout. Use our color version in light surroundings when you can as this is preferred. However, the single color version over darker surroundings can work nicely as well.



our logo

In simpler colors.

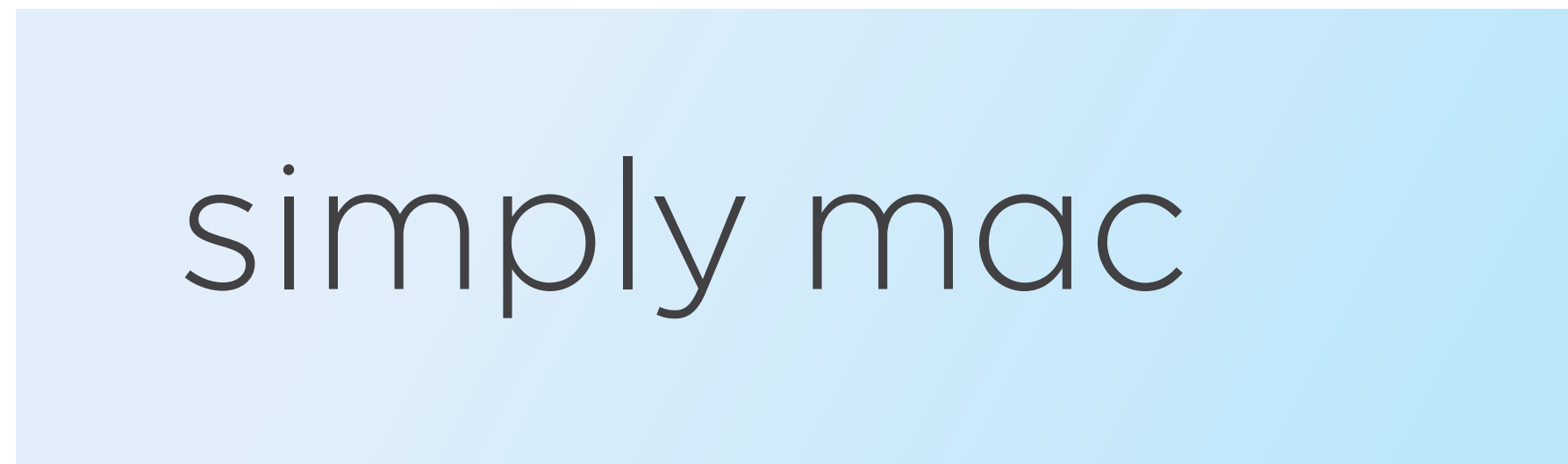
When using color isn't an available option, or when the vibrance of our green would detract from the conversation, we have black and white versions that can be used instead. These can be used over image or color backgrounds.

When using over imagery, make sure that the background does not interfere with the legibility of our logo.



ALTERNATE VERSION / SINGLE COLOR

When using over a dark backgrounds, use our white version.



ALTERNATE VERSION / SINGLE COLOR

When using over a light colored backgrounds, use our charcoal version

our logo's context

Its prominence varies.

Depending on where our consumers are along their journey to us, our logo's prominence will understandably vary.

Attract. Our logo should feature prominently to attract our consumer's attention. This includes retail store fronts and out-of-home displays.

Engage. Once we have their attention, our logo can assume a secondary role in support of a campaign or product story.

Connect. Once we have engaged our consumers into a purchase path, the signatory presence of our logo serves to validate their purchase and their decision to do business with us.



our secondary mark

For times when just
a mark will do.

Every brand should offer its consumers effective shortcuts to brand recognition. Our secondary mark serves that purpose in an understated way without shouting or hitting our consumers over the head with who we are.



PREFERRED VERSION / FULL COLOR

Whenever possible, use this version in full color or PMS values.

our secondary mark...

In simpler colors.

When using color isn't an available option, or when the vibrance of our green would detract from the conversation, we have black and white versions that can be used instead. These can be used over image or color backgrounds.

Our secondary mark should not be used over imagery.



ALTERNATE VERSION / SINGLE COLOR
When using over a dark background, use this version.

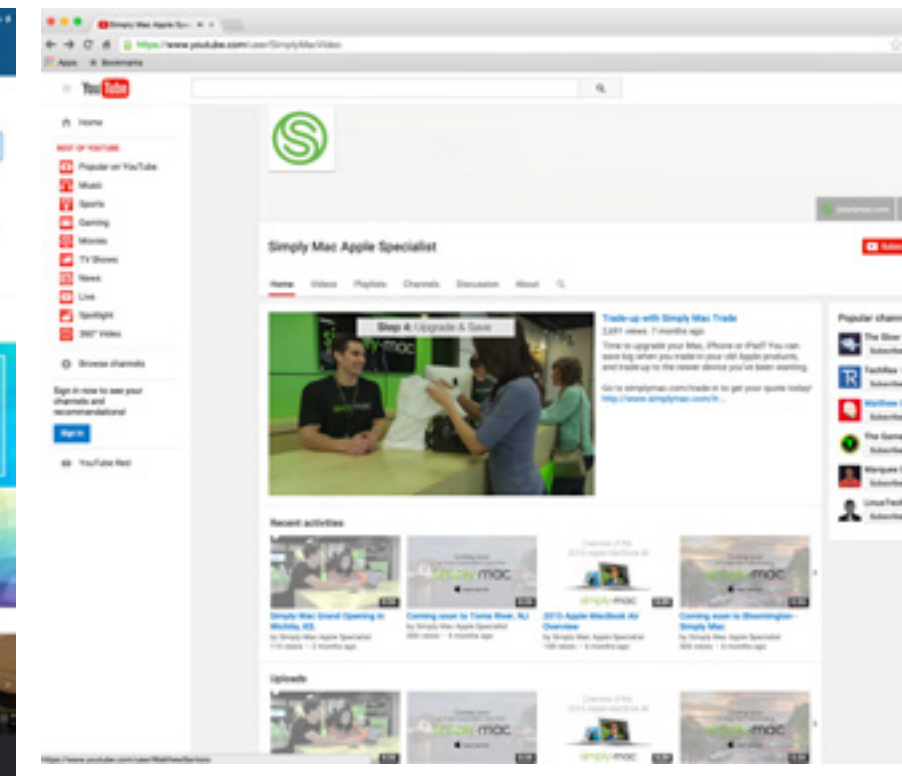
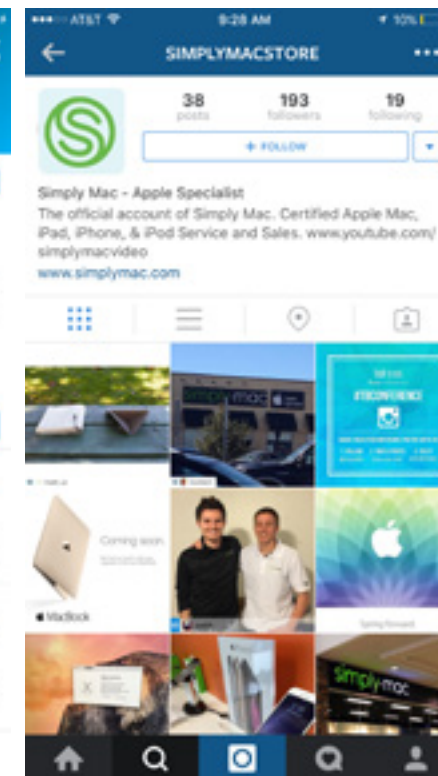
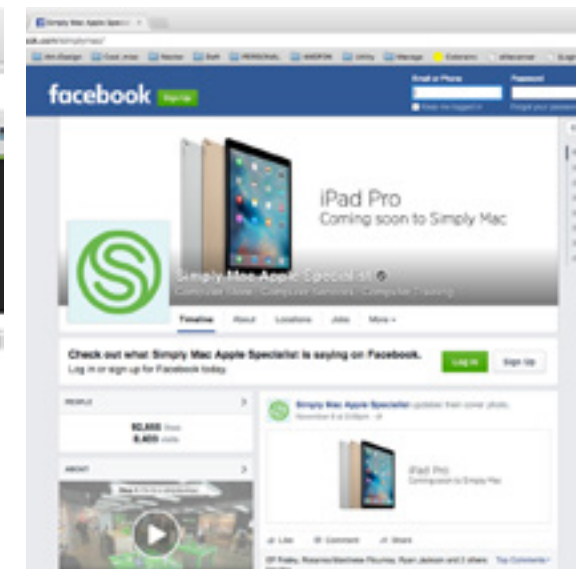
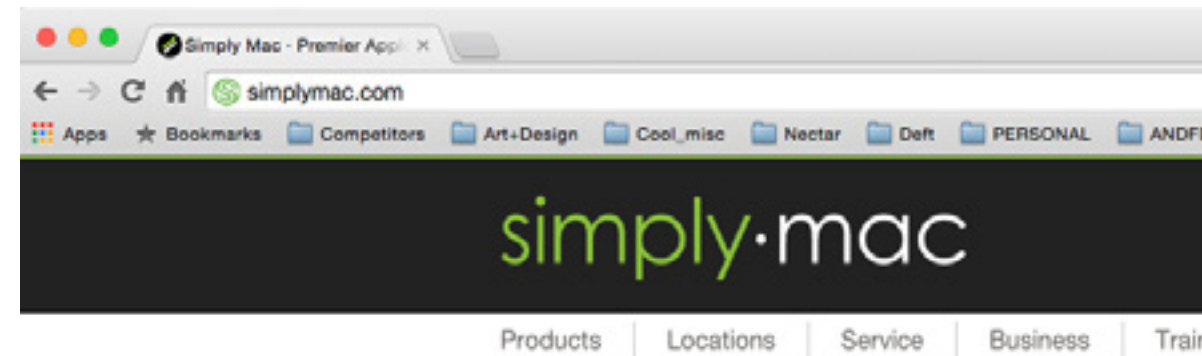


ALTERNATE VERSION / SINGLE COLOR
When using over a light background, use this version.

our secondary is social

The secondary mark has limited use.

In order to continue to build equity in our name, use of our secondary mark is limited to a few, key places, primarily social channels such as on Twitter, Instagram & Facebook where it's repetition in timelines or feeds can easily become repetitious, and a visual marker works better than our primary logotype would.

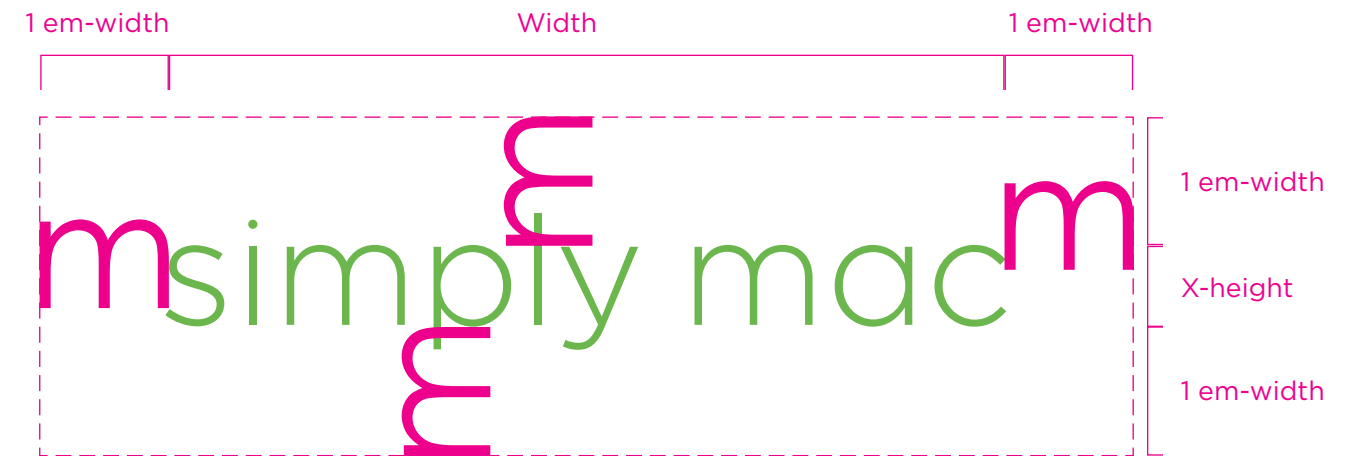


keeping our marks open

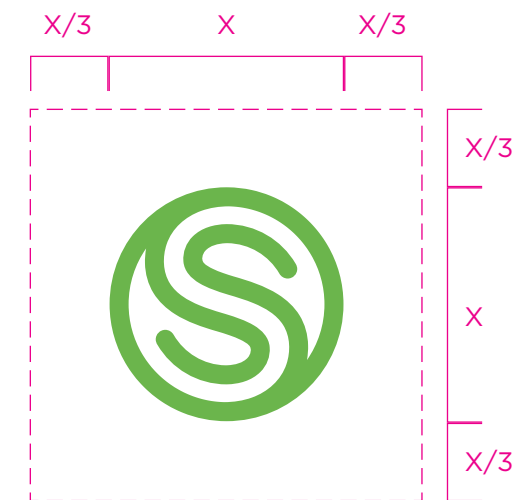
Clear space.

Be sure to allow a minimum of the m-width as a margin around the logo at all times. It should not ever compete with its surroundings.

These margins remain consistent for all versions.



PRIMARY LOGOTYPE



SECONDARY MARK

Apple & AT&T, our partners

We don't work alone.

Our retail business depends on our relationships with all of our partners, but our relationship with Apple and AT&T are particularly important to us (and them). As an Apple Premier Partner and Authorized Service Provider, we can serve large swaths of customers across North America who are looking to retail partners like us for an authentic Apple experience. But we are not Apple; we are our own brand and company, with our own mission and set of values.

As a result, there are some rigid rules around how we can leverage Apple's and AT&T's brand assets whenever we're telling our own story. In essence, we use their logos to quietly but confidently validate our accreditation by Apple and AT&T, and nothing more.



**Premier
Partner**

AT&T Authorized Retailer



at&t

tone of voice

Just like our brand personality, our tone of voice in writing and discourse is central to how we convey our optimistic viewpoint. We all think and communicate in language, so our tone of voice should convey our values of simplicity and sincerity; because how we say it is just as important as what we say.

tone of voice

Simple & sincere.

Two attributes taken directly from our Shared Values, simple and sincere represent the simplest, best way to understand our tone of voice. Think of them as a litmus test to any written communication we create, and ask, “Is what I’ve written simple to understand? Is it sincere?”

It’s also worth mentioning that we should avoid any cute or playful colloquialisms with our name, such as “Simply Awesome” or “Simply The Best”. Keep things simple and sincere at all times.

simple

Technology can be intimidating to anyone. We should always be aware of this possibility and try to communicate what we know about technology from the viewpoint of real consumer benefits rather than features from the manufacturer.

sincere

Sincerity is the source of authenticity. If we are sincere in our intention to enrich the lives of our customers, and we are consistent and clear that our mechanism for that enrichment is our unbeatable Apple product know-how, our chances for making meaningful connections and earning loyalty will be far greater than otherwise.

tone of voice

Examples.

This is an example of tone of voice working throughout a headline, subhead and body copy. It's cribbed directly from Apple's current website, just as an example, to illustrate that we should feel empowered to lead with consumer benefits and human engagement, as they do, in our language.

Up to 12 hours of battery life

It won't call it a day until you do.

The 11-inch MacBook Air lasts up to 9 hours between charges and the 13-inch model lasts up to an incredible 12 hours. So from your morning coffee till your evening commute, you can work unplugged. When it's time to kick back and relax, you can get up to 10 hours of iTunes movie playback on the 11-inch model and up to 12 hours on the 13-inch model. And with up to 30 days of standby time, you can go away for weeks and pick up right where you left off.

tone of voice

Words for a starting point.

Vocabulary is important. It frames how we think about certain things. So with that in mind, we want to use language that eases communication with our customers. The list at right gives an idea for what words we prefer over others.

We prefer these

Answers

Care

Gives

Technology

Knowledge

Keep

Help

over these

Customer Service

Warranty / Repairs

Provides

Electronics

Training

Maintain

Assist

previously owned?

How does it really differentiate?

We need to be careful when talking about previously owned and new Apple products. Usually, they don't have much obvious (visual) difference other than the price tag, but there are advantages and disadvantages to both. It is our responsibility to remember that they are not just price points, but use case scenarios, and guiding a customer to one or the other should be about their needs and desires more than any other need.

We prefer these

Certified Pre-owned
or
Previously owned

Reconditioned

Refurbished

over these

Used

As good as new

Same as new, just less expensive

messaging hierarchy

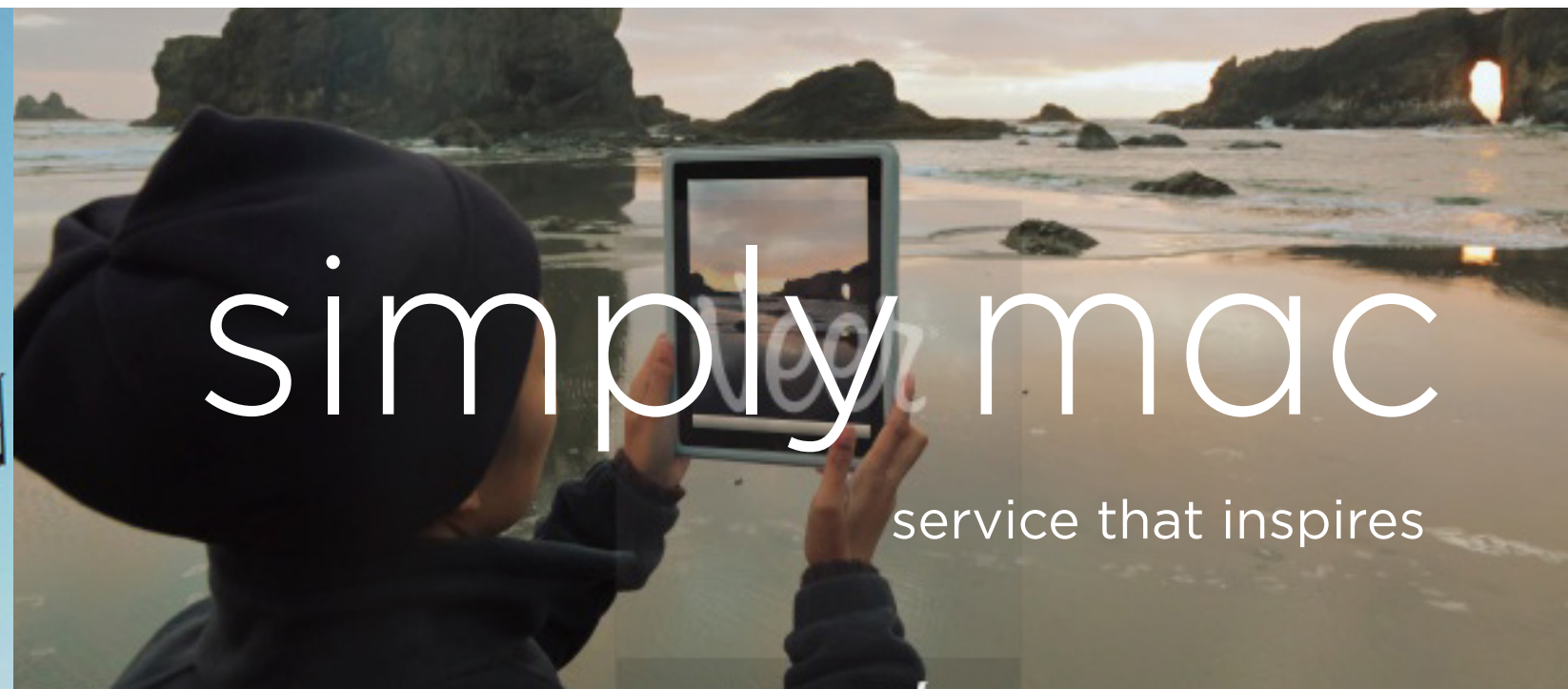
All of our communications have a strong, simple order that flows from our core values, from one area to the next.

simply mac

service that inspires

the greatest Apple partner in
North America

- ← 1 — US...
Our name identifies us. It is baked into our logo
This should be present & visible in all important communications, but it's prominence shifts based on the needs of each context
- ← 2 — OUR TAGLINE
To our customers, this line exemplifies what we stand for . It does not always need to be stated explicitly, however it's sense should always be conveyed in the communication
- ← 3 — OUR DESCRIPTOR
To customers who are not yet familiar with who we are, or what we do, we can use this to further identify us.



why choose us?

Personalized service.

We should be able to answer this question both as a brand and as employees of the brand. In the first instance, the answer is our core differentiator of Personalized Service. Our brand positioning - mission statement, tagline & descriptor - is therefore built around this core differentiator.

Use of the the secondary tagline is restricted to limited duration in new market areas only.

OUR TAGLINE (PRIMARY)

service that inspires

OUR TAGLINE (SECONDARY, FOR INTRODUCTION TO NEW MARKETS ONLY)

your personal technology store

OUR DESCRIPTOR

the greatest provider of Apple products in North America

OUR MISSION

Our mission is to be the premier provider of personalized service to enrich the lives of our customers through technology.

start by talking

This is how to begin
the conversation.

Whether it's in person, on the phone, or through social media, our employees should be well versed in how to answer the simplest questions, and go from there.

Q: WHAT IS SIMPLY MAC?

We are your local Apple specialist.

Q: ARE YOU AN APPLE STORE?

We are an Apple Premier Partner.
We work very closely with Apple to
provide best products and service
to all our customers.

why choose us?

The elevator pitch.

But human beings don't talk in taglines or mission statements. For talking to the public, we've built what we're calling our Elevator Pitch, which is intended to provide our people with guidance on how we answer this question in conversation. We've endeavored to encapsulate and express our core differentiator into a one-line sentiment, and a slightly longer description, of what Personalized Service means to us and to our customers.

1-LINER

We give our customers personalized service. We offer unique solutions around new and pre-owned Apple products. And we offer the best selection of the accessories that go with them.

ELEVATOR PITCH

We give our customers personalized service. We offer unique solutions around new and pre-owned Apple products. And we offer the best selection of the accessories that go with them. Through Simple Trade, we offer trade-in value on your existing Apple products (computers) so you can upgrade your equipment; through Simple Service and Apple Care, we offer the best repair service and expertise you can interact with; and through Certified Pre-owned, we ensure that you can get into a computer that will fit your needs on a relatively modest budget.

typography

Typography selection has a tremendous effect on brand tonality. We've previously relied on Helvetica, perhaps a bit overly, but it's time we embrace a new typeface based on simplicity, clarity and flexibility.

our main typeface

Meet Gotham.

Gotham has all the cleanliness and ease of use characteristic of certain widely used, historic typefaces, but it's of today. It's clean, easily readable, well-proportioned, personable and current. Everything we are.

abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*()
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&()*

GOTHAM - HFJ Gotham - Book & Book Italic.
This version is our first choice for writing copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&*()
HFJ Gotham - Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&()*
HFJ Gotham - Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&*()
HFJ Gotham - Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&*()
HFJ Gotham - Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&*()
HFJ Gotham - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$%^&*()
HFJ Gotham - Bold Italic

our secondary typeface

Hello, Neusa.

The more expressive one... pair it with Gotham to create more dynamic energy when communicating with clients. But keep it's use restricted to headlines and very occasionally, sub-headlines; and never body copy or official documents. That role is reserved for Gotham only.

abcdefghijklmnopqrstuvwxy 0123456789
ABCDEFGHIJKLMNPOQRSTUVWXYZ !@#\$%^&*[]

NEUSA - Regular

This is weight is first choice when using as a headline

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&*[]

Neusa - Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&*[]

Neusa - Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&*[]

Neusa - Demi Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&*[]

Neusa - Semi Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&*[]

Neusa - Extra Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&*[]

Neusa - Black

color usage

We're updating our color palette to introduce some vibrancy to our brand. Our traditional green is only slightly altered, but used in a more special way through accents and details. We're also introducing a range of blues grounded by charcoal and clean white for backgrounds and flooring. And lastly, goldenrod adds excitement as an occasional accent color.

color palette

An augmented set of colors to bring more vibrancy to your color palette, with guidelines on proportions and color combinations. Our traditional green is slightly altered, but used in a more special way through accent and detail. A soft range of blues are a subtle nod to apple. All of these colors are grounded by charcoal and clean white for backgrounds and floor. Goldenrod can be sparingly used as an alternate detail and accent color.



color builds

solid colors.

Whenever possible, print using the PMS color system to precisely match colors, but for times when that is not possible, color-builds are provided here.

Be sure you are using the builds stated in this document, as some of the conversions have been adjusted from Pantone's CMYK/RGB conversions in order to suit our purposes.

Palettes for the Adobe Creative Cloud have been provided for ease in using these colors.



SIMPLY GREEN

PMS: 360 C
CMYK: 63/0/84/0
RGB: 106/182/74
HEX: #6CC24A



CHARCOAL

PMS: BLACK 7 C
CMYK: 38/35/33/80
RGB: 53/51/52
HEX: #353434



GOLDENROD

PMS: 130 C
CMYK: 0/31/98/0
RGB: 242/169/0
HEX: #F2A900



SKY BLUE -> BLUE

PMS: 291 C	PMS: 299 C
CMYK: 38/4/0/0	CMYK: 86/8/0/0
RGB: 155/203/235	RGB: 0/163/224
HEX: #9BCBEB	HEX: #00A3E0



CLEAN WHITE

PMS: XXXXXC
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

imagery & its use

We want to capture and celebrate moments in our customers' lives, the in-between times, unposed and natural, that express our brand's optimism. The products we sell aren't necessarily visible in the image, but its presence is always understood to be there.

simple. real. normal.

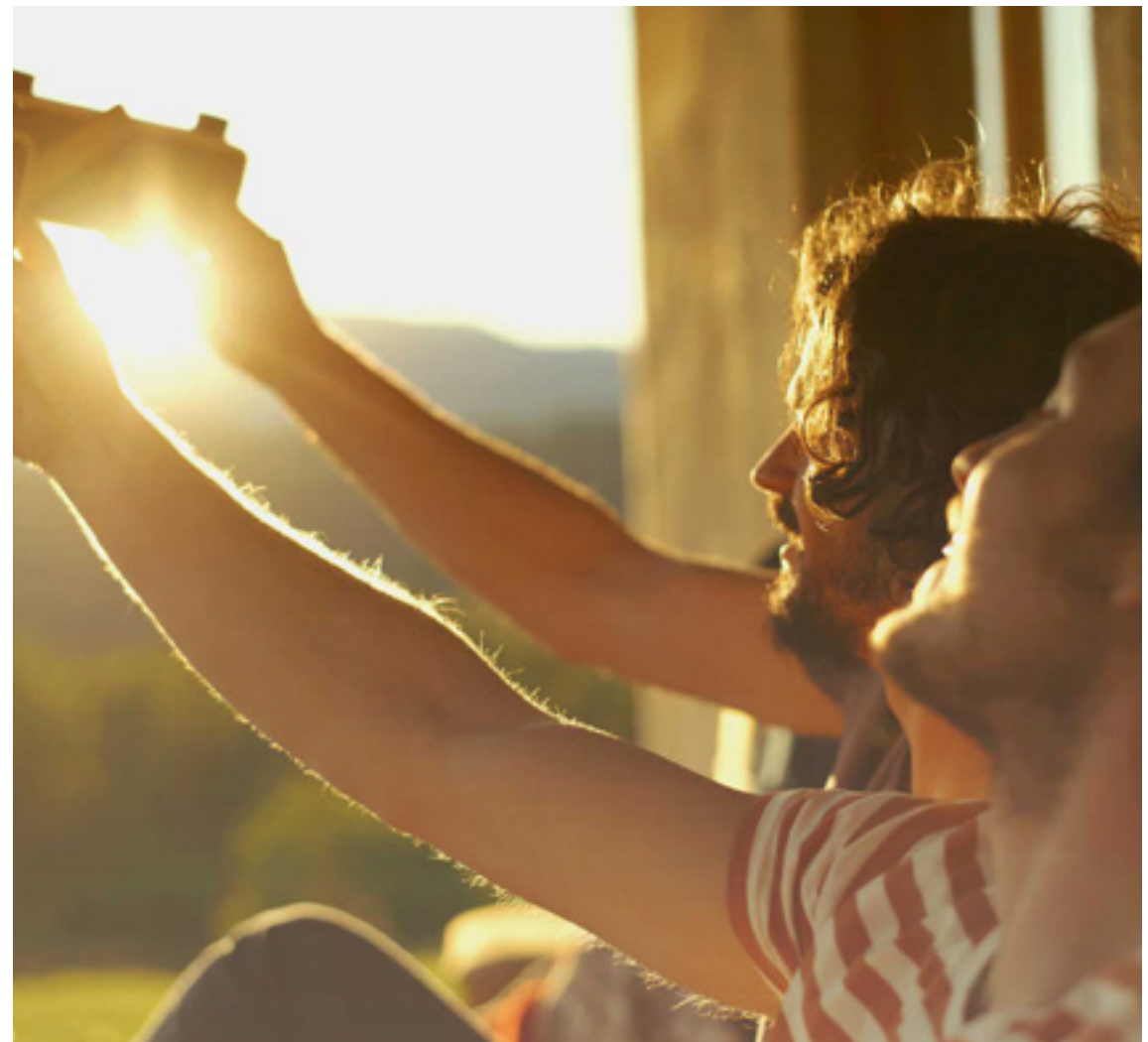
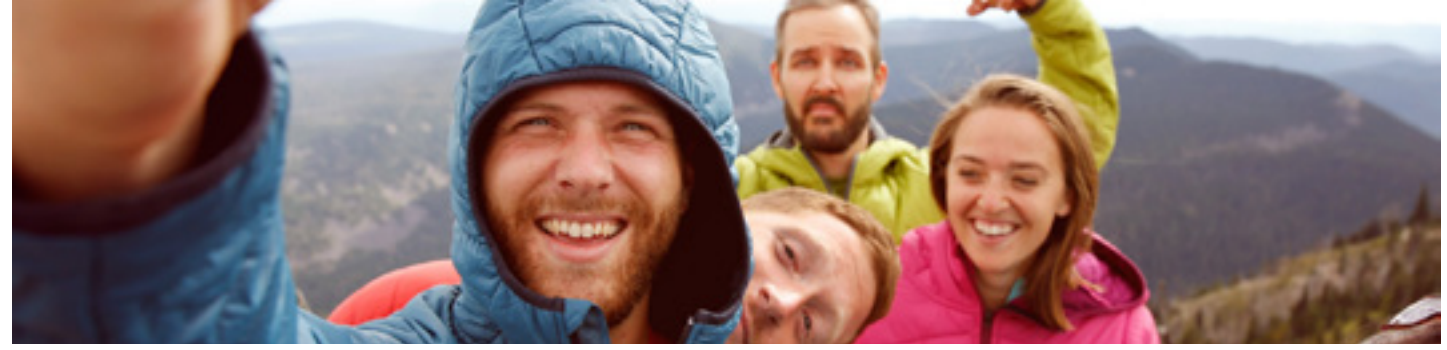
The imperfect moment
can be perfect.

We don't go for the heartstrings, we go for the everyday.
The things that say we understand our customers' lives in a way
that goes beyond aspirations to what will help them get there.

Capture enough of the context to see the world around
our customers.

Imply the product - it will make our photography live longer
and connect more deeply with our customers.





simple. real. normal.

Less is more.

We prefer less image treatment to more, but some will be necessary to ensure that all our imagery feels like it was shot by the same person, namely us.

Pop colors slightly. But don't overdo the saturation.

Bump levels so that there is full tonal range, but not more.

Use a slight High-Pass filter to enhance image details.

When using multiple images together, bring all of them into the same colorspace and ensure that they work together.

RAW IMAGE (BEFORE)



TREATED IMAGE (AFTER)



graphic devices & their use

This section deals with how we can use graphic devices to help add visual cues to our brand tonality. When appropriate, these elements can provide effective shortcuts for the consumer towards understanding simply mac's value proposition of Personalized Service.

basic shapes

our graphic devices are simple

When needing something graphic to break up a page, draw attention or help frame some important copy (or imagery), we use the most basic shapes: Rectangle, Triangle, Circle. Use those shapes to enliven and inform.

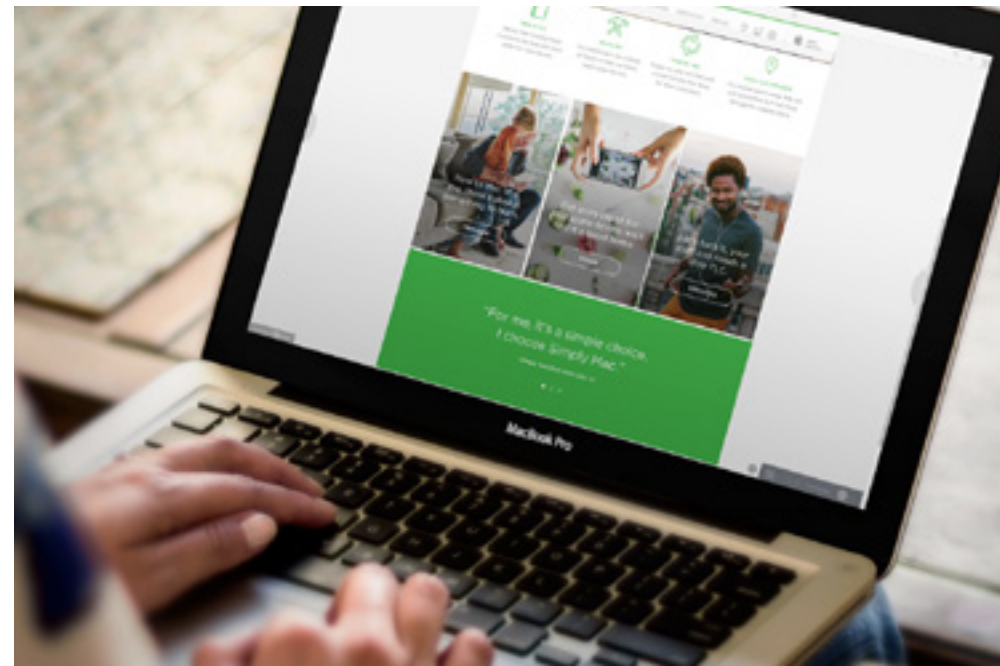
Graphic devices are never center stage, but create grounds, edges and frames. Refer to the examples shown on the following page for how to best use graphic elements in your designs.



basic shapes

But keep it lively...

Using basic geometric shapes should enhance and activate the page or screen, rather than make it feel rigid or overly rational. They can define an edge of an image, bottom of a screen or lift the surface of a table more cleanly from the floor it hovers over.



thank you