

# BRAND GUIDELINES

J<sup>o</sup>S.A.BANK  
- FORMALWEAR -

# INTRODUCTION

In order to share a new brand vision, voice and personality for Jos. A. Bank and to ensure clarity and consistency as we evolve, we present a perfectly tailored brand story, as well as exquisitely detailed usage and production guidelines to bring to life the spirit of the brand in both words and images.

Welcome.

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## SECTION 1

# BRAND OVERVIEW

**IN THIS SECTION:**

Brand Platform

Mission

Manifesto

Brand Positioning

Experience Pillars

Personality

Brand Values

Brand Voice

Brand positioning creates a distinct identity in the minds of our customers. It's a way of communicating our vision, mission, culture, personality and values. Ultimately, it's how we want our customers to describe us.

Brands, like people, build deep, abiding relationships based on mutual respect, empathy and shared values. Our positioning is the way we hope our customer will think and feel about us over time.

Jos. A. Bank is building a values-based brand. Our values are rooted in the past and are relevant to our future. Building our Brand around our values will ideally transform fleeting transactions into a deeper relationship built on loyalty. We will endure beyond trends of the formalwear category, and will transcend age and geography.

BRAND PLATFORM

TRADITION  
IS THE  
REVOLUTION

## MISSION

Jos. A. Bank Formalwear believes in craftsmanship, quality and tradition, and delivers expert fit, impeccable service and wise counsel at the most momentous times in a man's life.

## MANIFESTO

### The time has come, gentlemen. Tradition is the revolution.

This is our moment. Character is hard earned and authenticity is hard to come by. Fun cannot be bought and fearless cannot be feigned. There's a movement underway seeking what's brave and true.

When the time comes, we dress the part. We mean black tie, straight up. A tuxedo, if you will. It's the pinnacle of formality because it doesn't get any than this. Because you cannot look any better than you will in this tuxedo.

It need not be expensive, just perfectly tailored and discreetly accessorized. Buttoned at the waist with panache and precision. And you look superbly cool.

Don't cut corners. Wear a tie. Yes, a tie. Simplicity is king. Don't go wild with novelty. Daring is for the after-party. Proceed with calm confidence and wild abandon. Compliment the gorgeous lady. Keep your wits. Loosen your tie. Tip your hat to the night.

No man ever regretted looking too good. Or looking his best to live in the moment. Because some moments are simply too good to look anything less than impeccably sharp. This is the best night of your life, gentlemen. Let's step it up. Because anything can happen with you don your tuxedo.

# BRAND POSITIONING

## VISION

To elevate timeless, everyday moments by becoming the purveyor of quality black tie and formalwear.

## OUR COMMITMENT

To be the tuxedo and formal dress experts a man can truly count on.

## POSITIONING

The new tradition.

# EXPERIENCE PILLARS

## TRADITION

We've been dressing men exquisitely since 1905.

## QUALITY

Our quality is a cut above.

## FIT

It need not be expensive, just perfectly fitted to you.

## SERVICE

This is more than a transaction. We care about what we do and how you look. You can count on us.

## TIMELESS MASCULINITY

These looks have stood the test of time, and for good reason.

## ELEVATE EVERY MOMENT

It doesn't get any better than this. No man ever regretted looking too good on the best nights of his life.

# PERSONALITY

The slightly older gent you'd like to be someday. He's smooth-talking and dashing, a gentleman with sartorial flair and a touch of wit. A true connoisseur, he's your sage advisor—he expects the best and knows how to get it. He's polished to a spiffy sheen but knows how and when to rough it.

# BRAND VALUES

## **CHARACTER**

The journey is about becoming the best men we can be.

## **INTEGRITY**

To do the right thing when we need to.

## **AUTHENTICITY**

To remain true to our tradition.

## **COURAGE**

To live as we believe.

## **HUMILITY**

To have the good humor to laugh at ourselves from time to time.

# BRAND VOICE

The voice of Jos. A. Bank is a direct reflection of the iconic gentleman we celebrate in our branding.

His voice is intelligent, cultured and refined, yet understated and masculine. It is sophisticated yet pragmatic, substantive yet good humored. He is decisive yet warm. The voice represents the ideal of modern masculinity. A man who is confident, intelligent, good-hearted, and, above all, always excellent company.

The importance of defining the Jos. A. Bank voice is to ensure that all communications at all levels and touch-points are seamless and consistent with our brand positioning, identity and culture. Jos. A. Bank's brand image is unique and considered. Every word written or spoken in the world of Jos. A. Bank should feel intrinsic to our brand culture.

The tone and content should also be elevated and fun, an authority you enjoy learning from. Please refrain from making lectures or being judgmental. Be witty without being pretentious. We want to be welcoming, sociable and inclusive.

Our impeccable formalwear is always the primary focus of our messaging, and is impressive in its own right. We don't need to sugarcoat the details to make our copy interesting. Go easy on the adjectives and please refrain from the use of exclamation points.

## SECTION 2

# VISUAL CHARACTERISTICS

**IN THIS SECTION:**

Logotype

Badge

Color Palette

Typography

Framing Device

If Brand Positioning is how we want our customer to think of us, Brand Identity is the visual and tonal sensibility we convey.

The Jos. A. Bank Brand Identity is comprised of five foundational visual elements: Logotype, Badge, Color Palette, Typography, and Framing Device. Together, they create a distinct and powerfully good-looking brand system. The sensibility of the Brand Identity is a union of old school tradition and modernity, sophistication with refreshing humility.

When these assets are used consistently throughout our marketing and communications, it ensures a cohesive personality and storyline, lending to the creation of a powerfully unified brand culture our customer wants to be part of.

The following pages will guide you through the elements of our Brand Identity. And so, Ladies and Gentlemen, esteemed Partners and Tailors of the Jos. A. Bank brand, let the learning of the ground rules begin...

# LOGOTYPE

## PURPOSE

The Jos. A. Bank Logotype evokes masculinity, tradition and sophistication. As the identifying mark of the Brand, it is critical that it be used properly. The Jos. A. Bank Logotype may not be recreated, redrawn or reconfigured. Please use only the approved art files and follow all standards and specifications outlined in these guidelines.

JOS. A. BANK  
- F O R M A L W E A R -

# LOGOTYPE

## CLEARSPACE

Clearspace is critical to maintaining the distinctive look of the Jos. A. Bank Logotype. The area surrounding the Logotype should be clear of any other elements to maintain its legibility and integrity.

The minimum clearspace is equal to the height of the “O” in the Jos. A. Bank Logotype. The clearspace rule applies for all applications of the Logotype. Regardless of the Logotype size, the minimum clearspace must be maintained on all four sides.

## MINIMUM SIZE

Print: 1 in or 25 mm



Web: 108 px



# LOGOTYPE

## PROPER USAGE

1. Logotype (PMS Black 2 C) placed over white.
2. Logotype (PMS Black 2 C, 50% tint) placed over white. Please note: other colors may be used when needed to pair with featured garment.
3. Logotype (PMS Black 2 C) placed over light photo with no distracting elements behind it.
4. White Logotype placed over PMS Black 2 C.
5. White logo placed over dark photo with no distracting elements behind it.
6. Logotype (PMS Black 2 C) placed over PMS 8022 C.



1. JAB\_logotype\_charcoal.eps



4. JAB\_logotype\_white.eps



2. JAB\_logotype\_light\_charcoal.eps



5. JAB\_logotype\_white.eps



3. JAB\_logotype\_charcoal.eps



6. JAB\_logotype\_charcoal.eps

# LOGOTYPE

## IMPROPER USAGE

### DO NOT:

1. Change the orientation of the Logotype. This includes:
  - Rotating
  - Changing alignment
  - Scaling one element
  
2. Distort the Logotype or add unnecessary adornments. This includes:
  - Applying filters
  - Applying shadows
  - Stretching
  
3. Use another font in place of the logotype.
  
4. Add an outline.



# BADGE

## PURPOSE

The Jos. A. Bank Badge serves as a support element to the brand. It further communicates the fact that Jos. A. Bank is a brand with a long-standing heritage, a brand that can be trusted, and a brand that values the tiny details that makes the final product impeccable.

The Badge is never meant to replace the Logotype, instead, it's meant to support it. The only instance the Badge will appear on its own is within store or other scenarios where the consumer is already immersed in the Jos. A. Bank Brand.

The Badge may not be recreated, redrawn or reconfigured. Please use only the approved art files and follow all standards and specifications outlined in these guidelines.

Please note, it is not mandatory for the Jos. A. Bank Badge to be featured in all formalwear materials.



# BADGE

## CLEARSPACE

Clearspace is critical to maintaining the distinctive look of the Jos. A. Bank Badge. The area surrounding the Badge should be clear of any other elements to maintain its legibility and integrity.

The minimum clearspace is equal to the height of the "A" in the Jos. A. Bank Badge. The clearspace rule applies for all applications of the Badge. Regardless of the Badge size, the minimum clearspace must be maintained on all four sides.

## MINIMUM SIZE

Print: .65 in or 16 mm



Web: 75 px



# BADGE

## USAGE

The Badge is meant to be a supporting element to the Jos. A. Bank Brand. In instances where the Jos. A. Bank Logotype is not in close proximity to the Badge, it can be shown in its entirety. Alternatively, the Badge can be shown cropped from either the left or right side, with the "JAB" letterforms remaining uncropped.

## SCALE

The Badge should never overpower the Logotype. Badge scale should be based off of its uncropped width and should always be 45% of the width of the Logotype in the piece.

## COLOR

The Badge should be featured in the Jos. A. Bank Copper color (PMS 8022 C) whenever possible, with Jos. A. Bank Charcoal color (PMS Black 2) or white.

### UNCROPPED BADGE EXAMPLE



### CROPPED BADGE EXAMPLE



# BADGE

## USAGE: BACKGROUND PATTERN

The Jos. A. Bank Badge can function as a tonal background pattern layered behind headline copy in instances with ample negative space.

## SCALE

Scale will be dependent on other elements in the given piece.

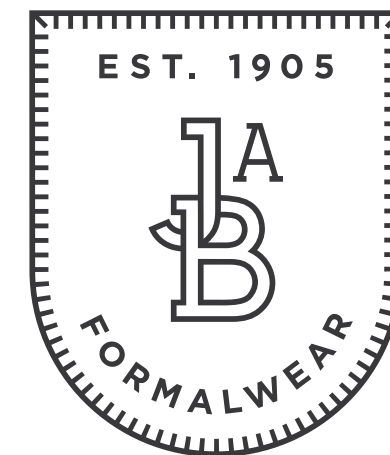
## COLOR

For tonal background pattern on top of Jos. A. Bank Charcoal, use the Badge in a 97% tint of PMS Black 2 C. For tonal background pattern on top of Jos. A. Bank Copper, use the Badge in a 75% tint of PMS 8022 C.

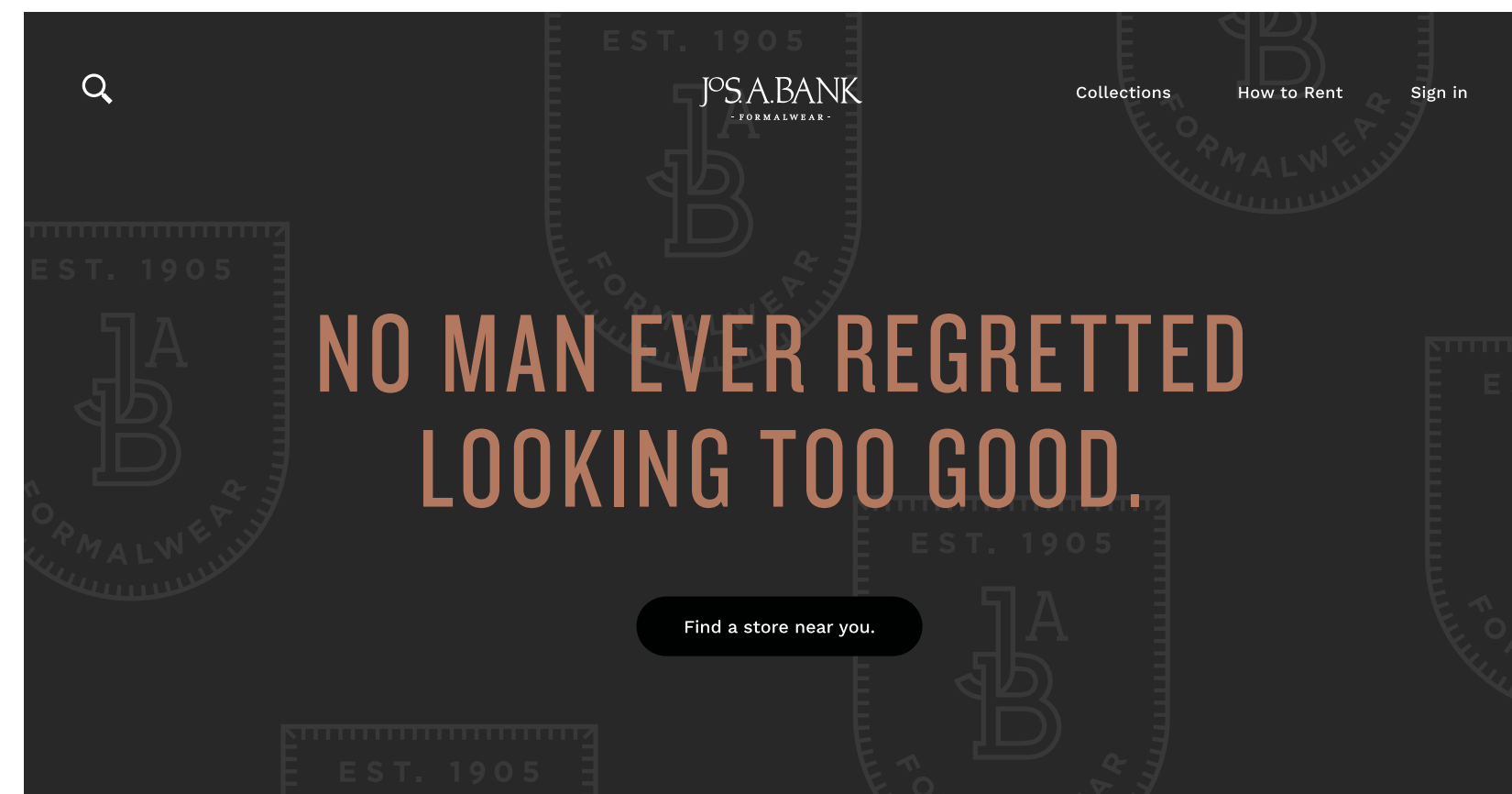
## BADGE BACKGROUND PATTERN EXAMPLE, CHARCOAL



PMS Black 2 C



PMS Black 2 C, 97% Tint



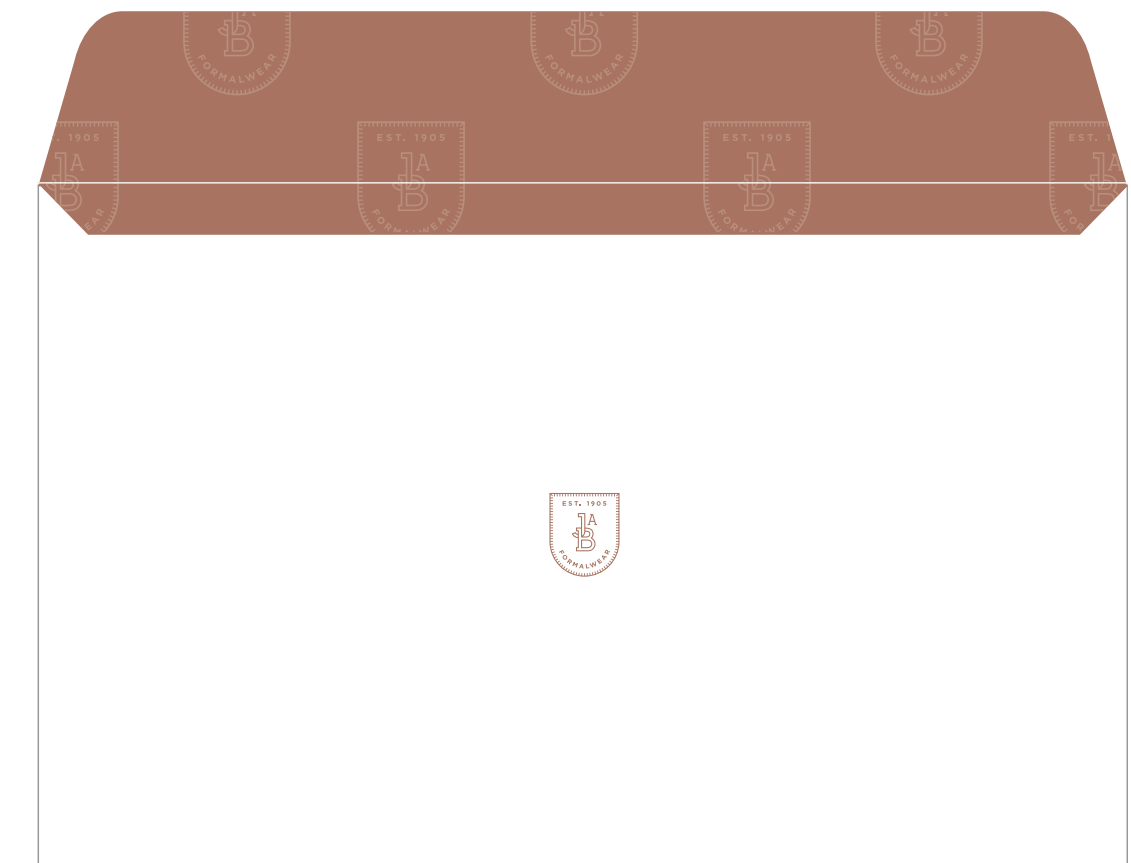
## BADGE BACKGROUND PATTERN EXAMPLE, COPPER



PMS 8022 C



PMS 8022 C, 75% Tint



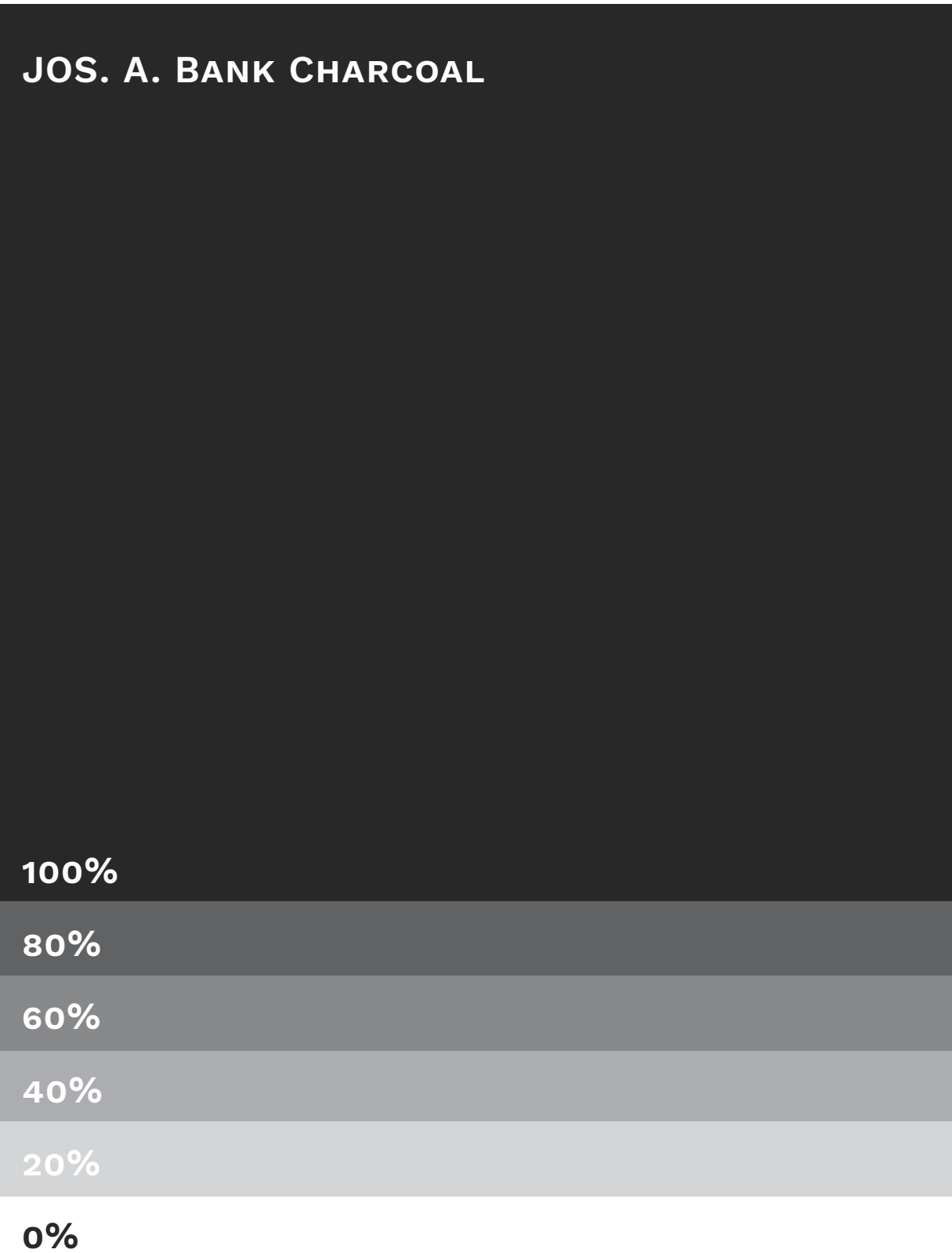
# COLOR PALETTE

## BRAND COLORS

The Jos. A. Bank Color Palette infuses brand communications with a well-considered mix of tradition, vitality and warmth. The core Jos. A. Bank Charcoal color grounds the Brand in tradition and celebration, while the accent Copper color introduces notes of sophistication and modernity.

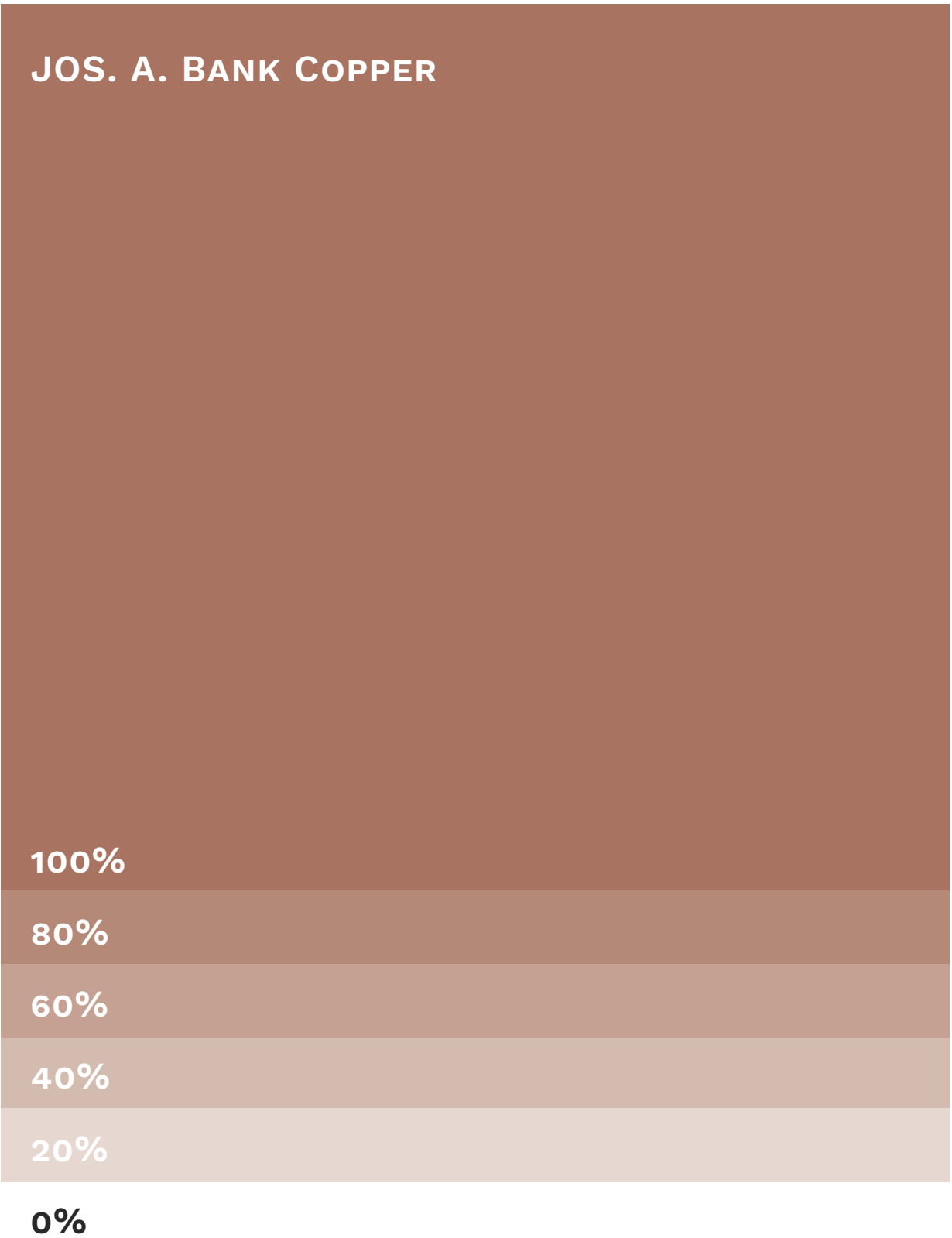
The use of color in all applications of the Jos. A. Bank Brand must appear consistent throughout all production and fabrication mediums. Please use the PMS colors outlined here whenever possible, and use the CMYK equivalents when using 4-color process printing only. All color reproductions should be carefully proofed and checked to ensure an exact match.

### JOS. A. BANK CHARCOAL



**PMS:** Black 2 C  
**CMYK:** C 000 M 000 Y 000 K 095  
**RGB:** R 000 G 000 B 000

### JOS. A. BANK COPPER



**PMS:** 8022 C  
**CMYK:** C 025 M 053 Y 057 K 016  
**RGB:** R 167 G 116 B 097

# TYPOGRAPHY

## APPLICATION

A brand’s typographic system is an essential part of its visual identity. Consistent use of typography is critical to the development of a strong brand and helps to maintain a distinctive look across all media. We have chosen the following type families as an elegant expression of the Jos. A. Bank Brand. Please refer to the recommended usage for each typeface.

Copy Text/  
Web Font

Lorem Ipsum  
-  
Work Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Sublines  
Sections

**LOREM IPSUM**  
-  
Work Sans Semibold  
Small Capital Letters

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

Headlines

**LOREM IPSUM**  
-  
Knockout 28 Junior Featherweight  
Capital Letters  
50 pt Tracking/ Match Leading to Point Size

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

Staggered  
Numerals

**STEP |**  
-  
Knockout 28 Junior Featherweight  
Lead In Text is Half the Cap Height of the Numeral

**0123456789**

# TYPOGRAPHY

## HEADLINES: ACCENT COLOR

The Jos. A. Bank Brand Identity uses typographic hierarchy to build contrast between elements. Use of the Jos. A. Bank Copper color can be applied for added emphasis to single words or portions of headlines to create a sense of modern elegance. Typography alignment will be dependent on photography composition and can either be centered or left aligned.

Here are some typographic specifications and examples of headlines utilizing accent color.

---

## LET'S STEP IT UP, GENTLEMEN.

-  
 Knockout 28 Junior Featherweight  
 Capital Letters  
 68 pt Type / 68 pt Leading / 50 pt Tracking



# TYPOGRAPHY

## HEADLINES: ANGULAR TYPE

In instances of text only materials with ample negative space, angular typography can be used to create dynamic headlines. Use of the Jos. A. Bank Copper color can also be applied for added emphasis to single words or portions of headlines. Angled headlines should be centered. Please note that the Jos. A. Bank brand name should never be set using angular typography.

Here are some typographic specifications and examples of proper angular headline usage.

LOOKING SHARP  
SINCE 1905

-  
Knockout 28 Junior Featherweight  
Capital Letters  
68 pt Type / 68 pt Leading / 50 pt Tracking  
Step 1: Character Rotation in Adobe Illustrator  
Character Palette: -10°  
Step 2: Rotate Tool in Adobe Illustrator Toolbar: 10°



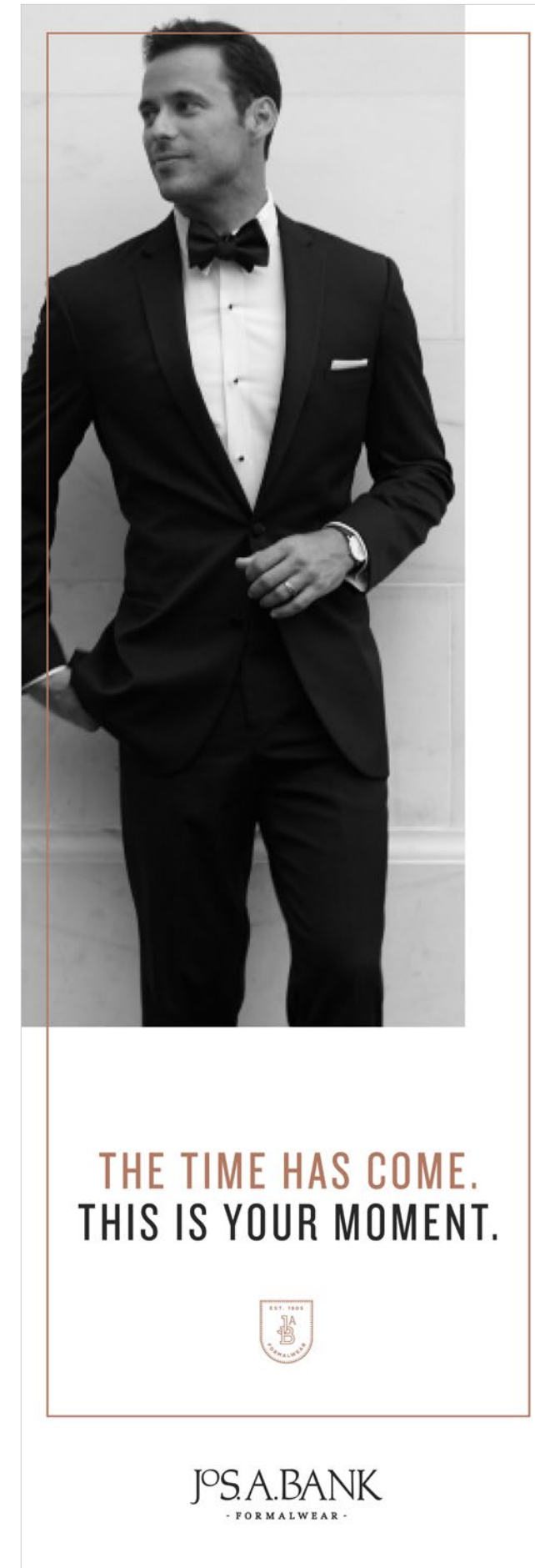
# FRAMING DEVICE

## USAGE

The Jos. A. Bank Brand Identity utilizes a Framing Device in the signature Copper color to both outline and offset imagery and typography, adding depth and establishing a visual hierarchy. It looks handsome, old school and elegant.

The following pages will outline proper usage of the Jos. A. Bank Framing Device.

Please note, it is not mandatory for the Jos. A. Bank Framing Device to be featured in all formalwear materials and should only be applied to accent the overall piece.



# FRAMING DEVICE

## INSET LINE WEIGHT

When using the Jos. A. Bank Framing Device as an inset outline within a layout, please refer to the size and line weight guide outlined here. For applications larger than these examples, please scale proportionately, as there is no fixed ratio.

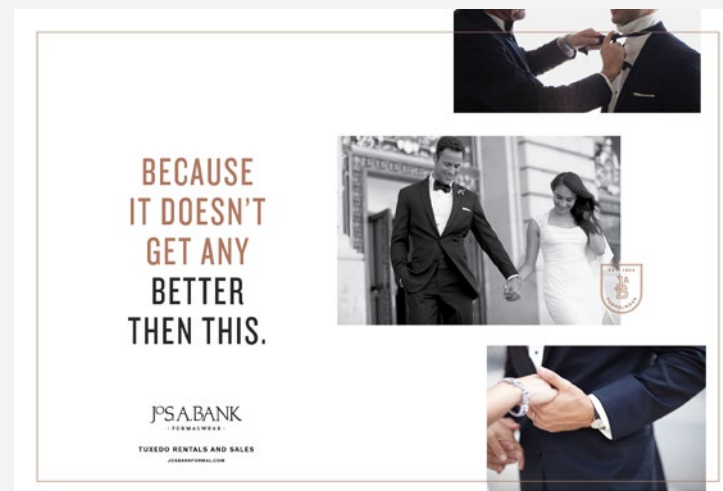
**1. 17 IN X 22 IN:** 2.15 pt stoke

**2. 11 IN X 17 IN:** 1.5 pt stoke

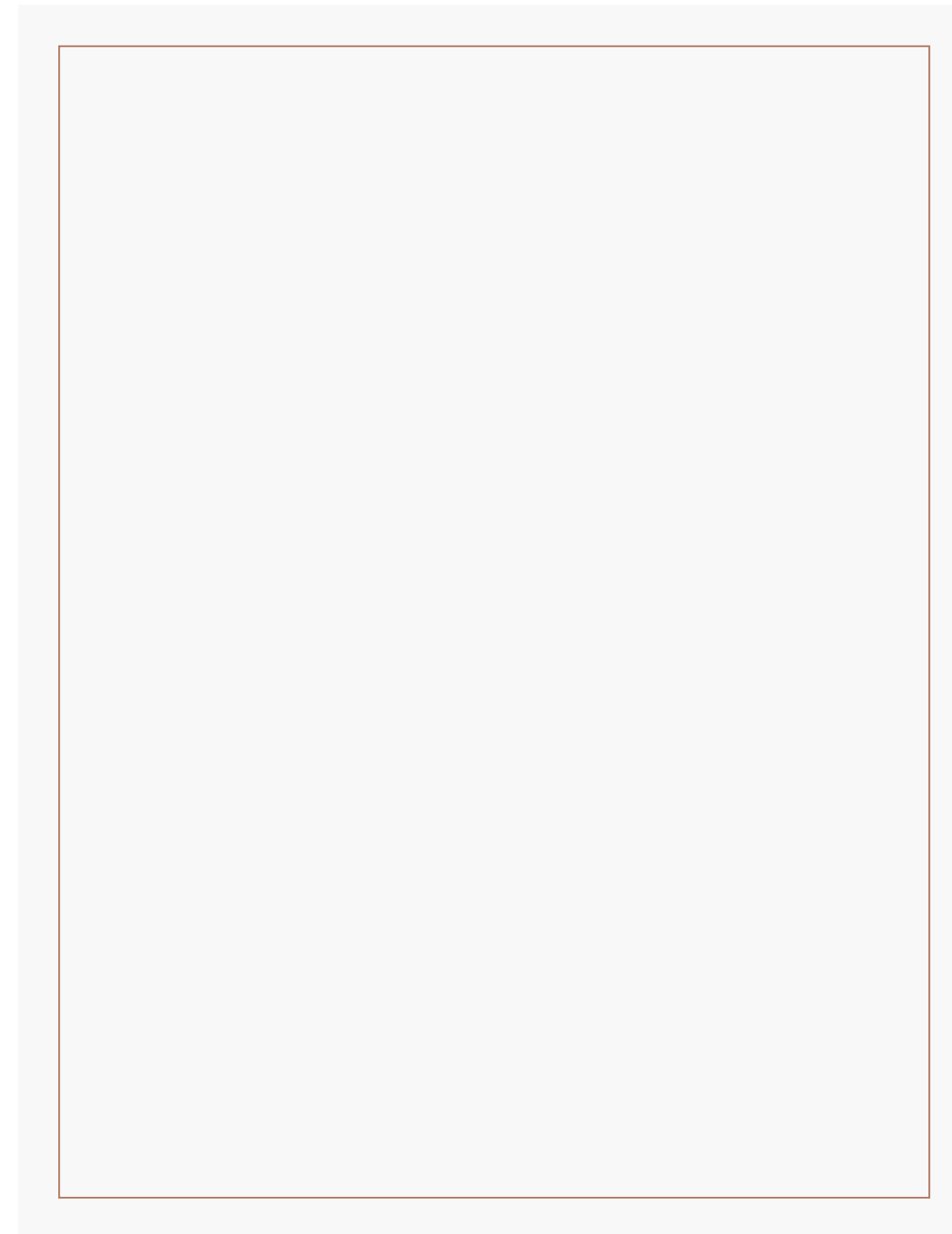
**3. 8.5 IN X 11 IN:** 1.15 pt stoke

**4. 3.5 IN X 5 IN:** .5 pt stoke

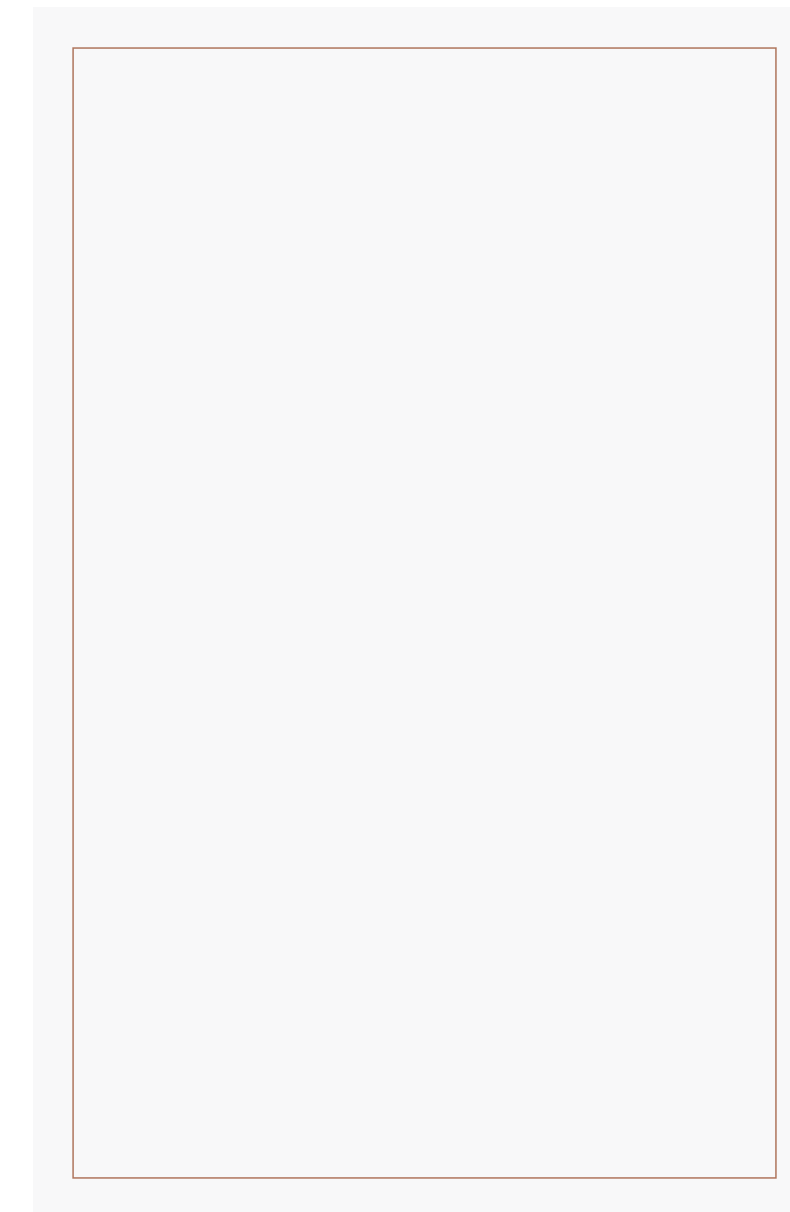
**5. 2 IN X 3.5 IN:** .35 pt stoke



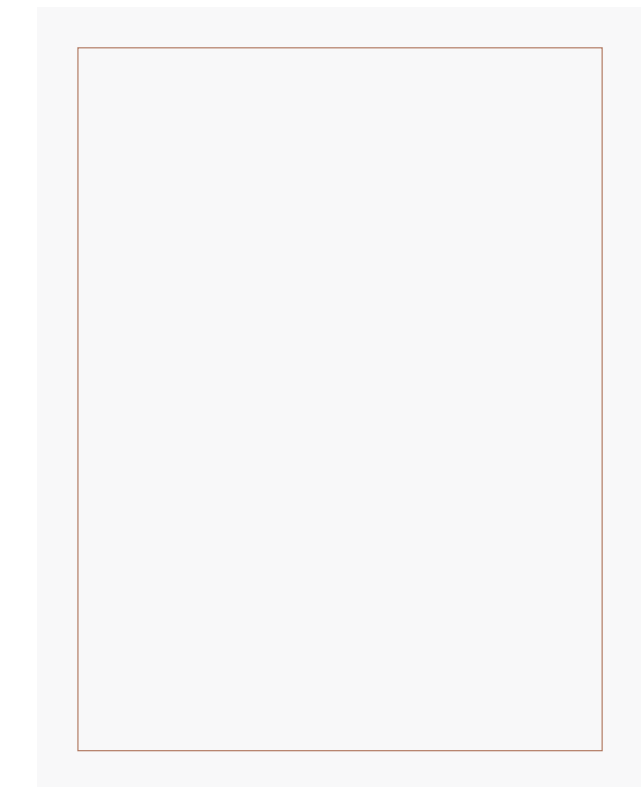
Inset Outline Framing Device Example



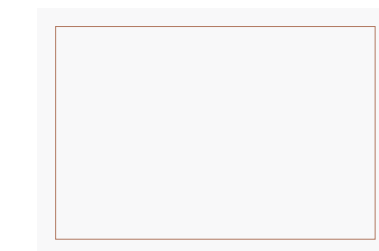
1.



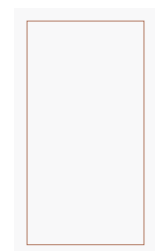
2.



3.



4.



5.

# FRAMING DEVICE

## INSET MARGINS

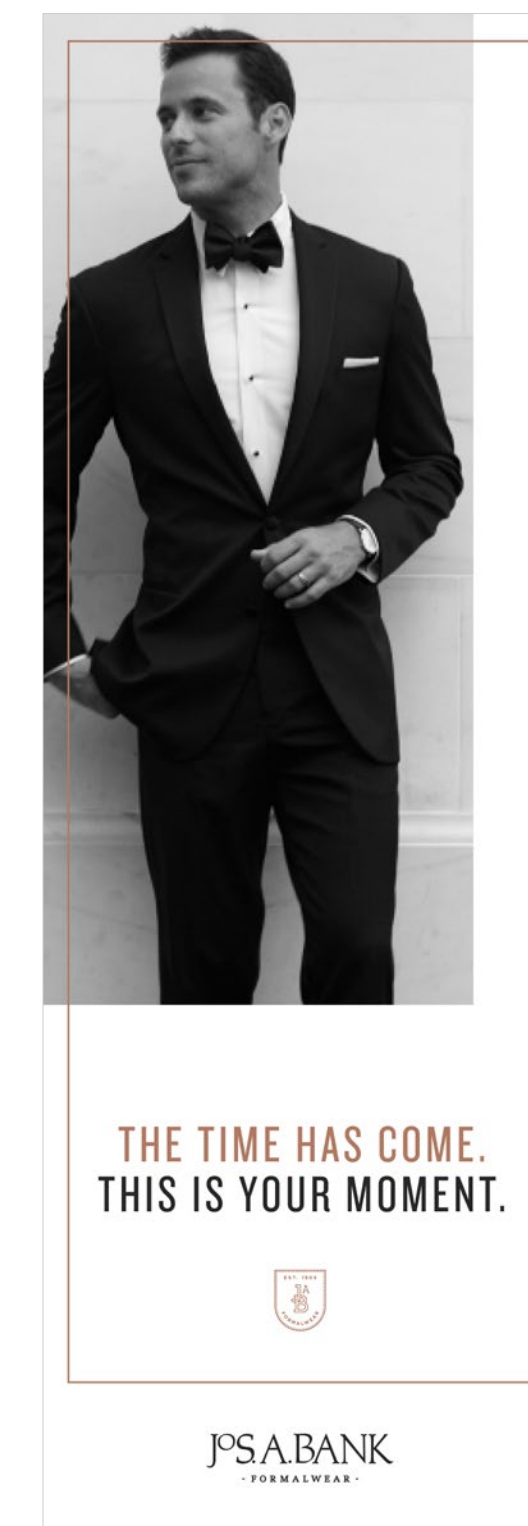
When using the Jos. A. Bank Framing Device as an inset outline within a layout, margins can function in two ways: 1. maintain equal margins on all four sides of the layout, 2. maintain equal margins on the top and sides of the layout, while allowing a padded bottom margin. This can be done in instances where the composition is enhanced by offsetting the Jos. A. Bank Logotype from the main messaging. The bottom margin dimensions will be dependent on maintaining clearspace around the Logotype.

To calculate margin width, use the following rule: .5" margin for every 10" of the piece's overall width. For example, a 20" width piece would have margins of 1".

## EQUAL MARGINS EXAMPLE



## PADDED BOTTOM MARGIN EXAMPLE



# FRAMING DEVICE

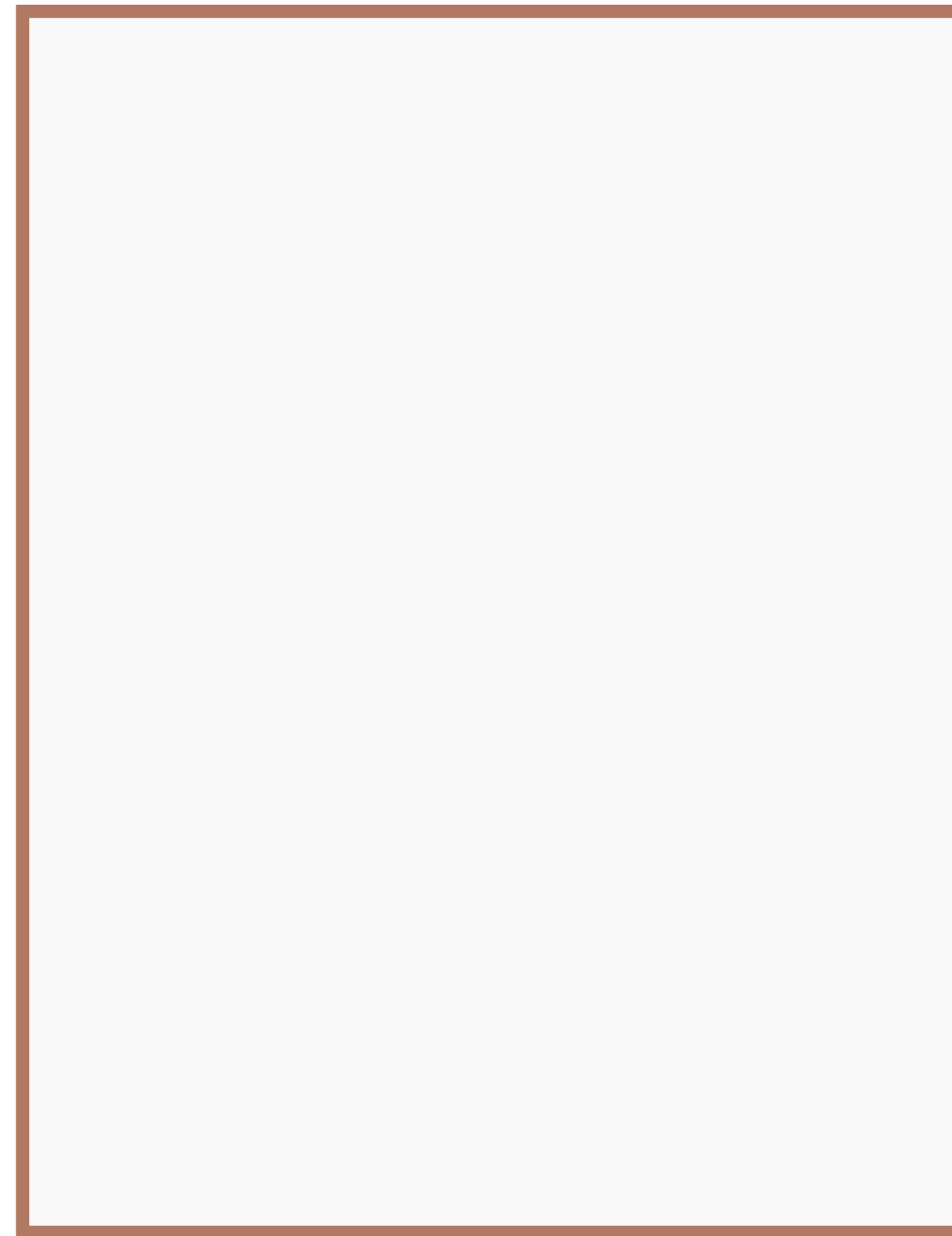
## OFFSET LINE WEIGHT

When using the Jos. A. Bank Framing Device as an offset outline around a layout, please refer to the size and line weight guide outlined here. To calculate stroke weight beyond these examples, let the shorter dimension of the piece become the point size of the stroke.

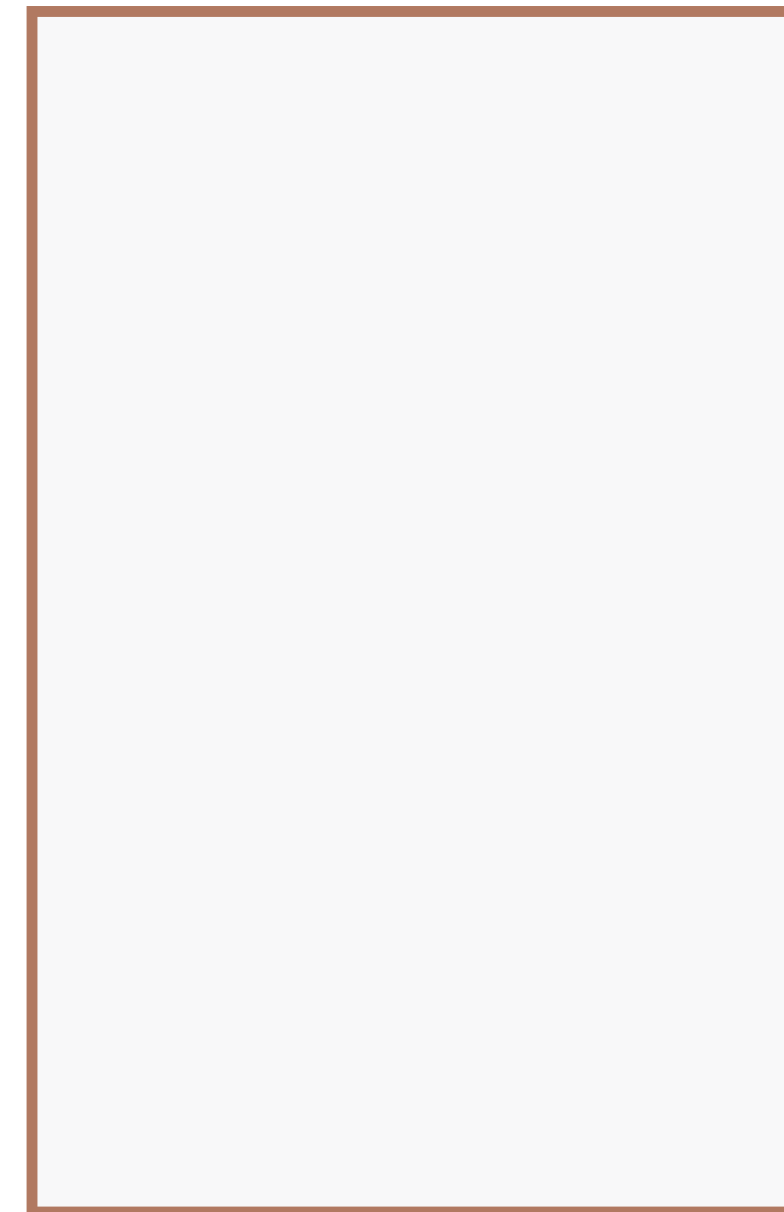
- 1. 17 IN X 22 IN: 17 pt stoke
- 2. 11 IN X 17 IN: 11 pt stoke
- 3. 8.5 IN X 11 IN: 8.5 pt stoke
- 4. 3.5 IN X 5 IN: 5 pt stoke
- 5. 2 IN X 3.5 IN: .35 pt stoke



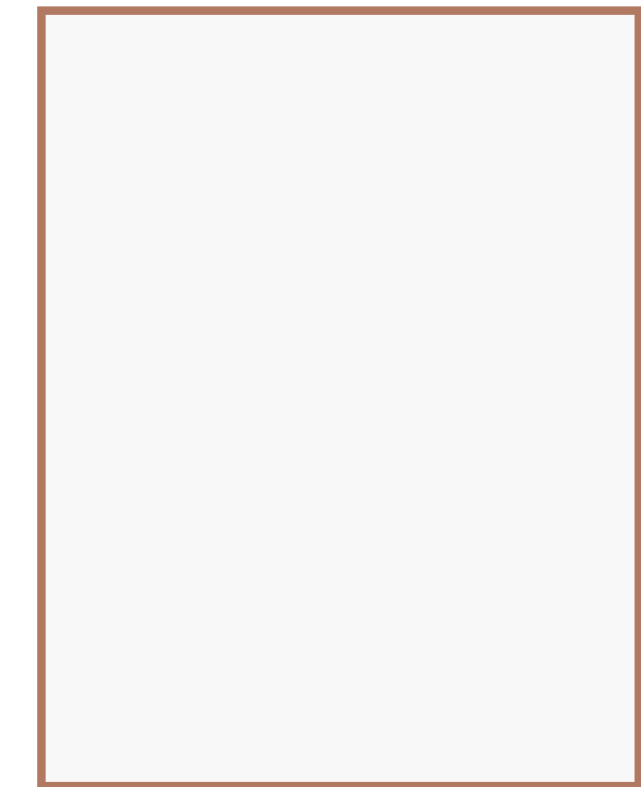
Offset Outline Framing Device Example



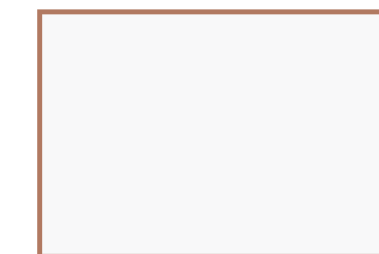
1.



2.



3.



4.

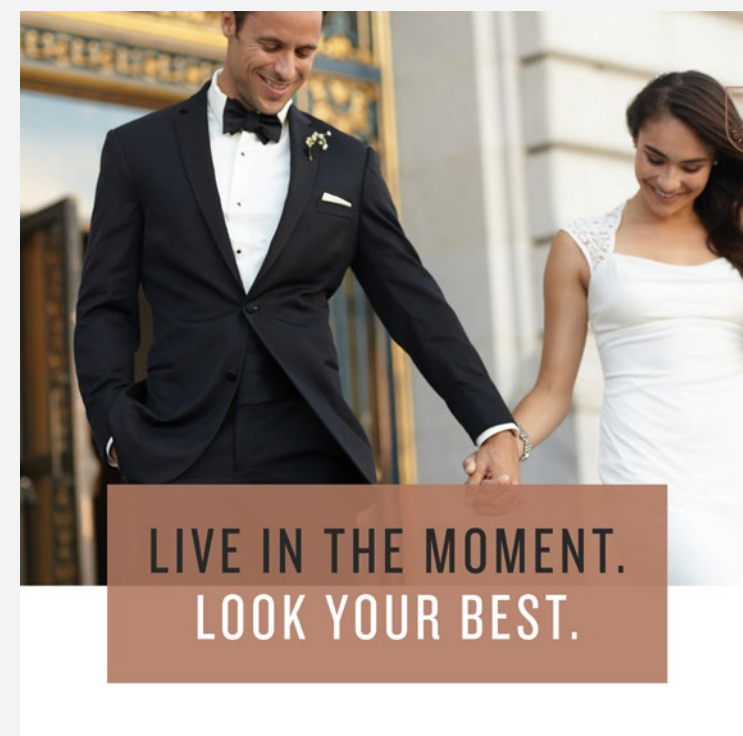


5.

# FRAMING DEVICE

## SOLID BOX

An alternative application of the Jos. A. Bank Framing Device is as a solid box rather than as a stroke. This works best in instances where headline or body copy need to overlap photography. The solid box should always be 90% opacity and scale will be dependent on headline copy. Negative space is taken from the cap height of the headline and is applied evenly as margins.



Solid Box Framing Device Example

## HEADLINE CAP HEIGHT APPLIED AS MARGINS



**SECTION 3**

# PHOTOGRAPHY

**IN THIS SECTION:**

Tuxedo Hero Shots

Color vs. Black & White

Cropping

We present tuxedo and formalwear moments that visually communicate, “Because it doesn’t get any better than this.” Our lens directs itself first at our groom, secondly, at our beautiful bride, followed by our supporting cast of dapper groomsmen, fathers and the ever photogenic wedding party—capturing iconic images that course with vitality and emotion.

We seek moments that are not staged or perfectly posed, but rather the “in-between” moments that lend depth, emotion and personality. We should feel part of the moment, with authenticity and intimacy. More documentary in approach, our imagery shows people enjoying moments of unchecked celebration and dapper good times.

# PHOTOGRAPHY

## COLOR VS. BLACK & WHITE

We use both color and black & white photography, and we use them well. We love the classic elegance of black & white photography and use it to evoke the feeling of timelessness and romance. We like to use color photography when featuring the product prominently and when we want to capture the electricity and in-the-moment spontaneity of memorable occasions.

When mixing black & white and color photography in a single layout, black & white should be the lesser used style. For example, with three photos in a single composition, two will be color and one will be black & white. For instances of a single featured photograph, let the intent of the piece inform the photography style—color photography to highlight the product, and black & white to cue an emotional response.



**BECAUSE  
IT DOESN'T  
GET ANY  
BETTER  
THEN THIS.**

**JOS. A. BANK**  
- FORMALWEAR -

TUXEDO RENTALS AND SALES  
JOSBANKFORMAL.COM



**LIVE IN THE MOMENT.  
LOOK YOUR BEST.**



# PHOTOGRAPHY

## TUXEDO HERO SHOTS

Our groom should always be our focal point. He's at the center of every shot, and all elements surrounding him help to support the story that's being told.

We also focus on the exquisite and beautifully-made tuxedos and formalwear attire, because Jos. A. Bank knows Black Tie, and it's imperative that this comes through visually.

All photography should also feel less staged, ensuring these pinnacle moments in life come through and feel authentic and genuine. Our talent looks dapper as ever and the confidence he has when donning his tuxedo or suit is unparalleled.

All approved tuxedo hero shots and supporting shots outlined on pages 34–35 of these guidelines.



# ALL TUXEDO HERO SHOTS



# ALL SUPPORTING SHOTS

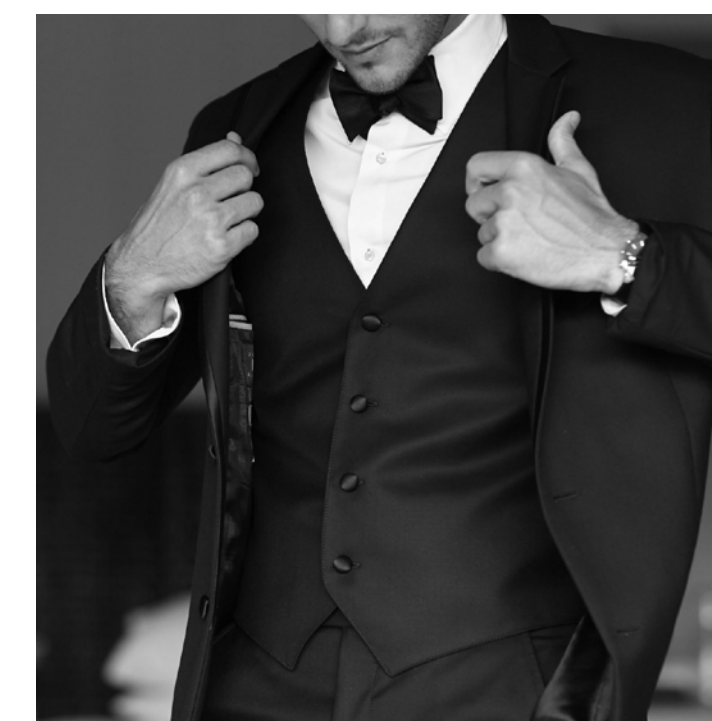


# PHOTOGRAPHY

## CROPPING

We use close crops to get to the heart of the matter. We love details and more details: a perfect button, a crisp white shirt, a seamless seam, or the shimmer of satin at the lapel.

Compositions should be bold with strongly defined shapes and lines for the enduring and the iconic. We use compelling cropping to create unexpected compositions focusing and highlighting the details.



**SECTION 4**

# SAMPLE APPLICATIONS

**IN THIS SECTION:**

Print Ads

Brochures

Store Signage

Website

Promo Email

The art of creating the Jos. A. Bank Brand expression is a nuanced discipline. Each design element has a purpose and when they all work in concert, it's an aesthetic experience that feels inspiring yet inviting.

The details are always tailored and considered, never frivolous or overtly showy. Design elements used in tandem should feel purposeful, harmonious and well-crafted, like a beautifully made tuxedo.

Here are a few sample visual applications for creating a Jos. A. Bank layout that has as much substance as it does style.

# PRINT ADS

BECAUSE  
IT DOESN'T  
GET ANY  
BETTER  
THEN THIS.

JOS. A. BANK  
- FORMALWEAR -  
TUXEDO RENTALS AND SALES  
JOSBANKFORMAL.COM

DRESS  
THE  
PART

JOS. A. BANK  
- FORMALWEAR -  
TUXEDO RENTALS AND SALES  
JOSBANKFORMAL.COM

# BROCHURE



## FAQS

### WHAT IF I QUALIFY FOR A FREE TUXEDO RENTAL?

If you qualify for a FREE groom's tuxedo rental, your \$40 deposit will be refunded when you pick up your tuxedo.

### WHAT IF I QUALIFY FOR A FREE SUIT?

If you qualify for a FREE suit, your coupon activates 14 days prior to the date of the event, and is subject to the terms and conditions of the offer. You're still responsible for a \$40 group deposit, which will be refunded when you pick up your suit.

### HOW DO I ADD GROOMSMEN TO MY GROUP?

If you forget someone during your initial booking, or have a late addition to your party, don't worry. It's easy to add people to your group. Simply call or visit your store to get more groomsmen suited up and looking great!

### HOW MUCH DO MY GROOMSMEN OWE FOR THEIR TUX RENTAL?

A minimum deposit of \$20 is due at the time of each groomsmen's initial fitting, and the final balance is due at pick-up. They can also pay in full during their first visit, if that's more convenient. Taxes are calculated based on the store from which the tuxedo is picked up, so the cost of individual rentals may vary slightly based on city and state.

### HOW DO I PAY FOR GROOMSMEN IN MY GROUP?

To cover the tuxedo rental cost for anyone in your wedding party, you'll need to pay a minimum deposit of \$20 or the full cost of their rental before they come in for their initial fitting by visiting your store. That way, they'll only be responsible for additional fees and taxes.

### CAN I CHANGE MY BOOKING DETAILS?

You can change color and style, and add or remove items to and from your order up to 14 days prior to your event date at no extra charge. Changes less than 14 days will result in a \$20 change fee per rental package, per change. And, if you change your wedding date, please notify us as soon as possible to ensure we have your order ready on the right day.

### CAN I CANCEL MY ORDER?

You can cancel your group order at any time, but you'll want to do it at least 14 days prior to your event date, otherwise, your \$40 deposit will become nonrefundable. An individual within your group can also cancel at any time, but they should also do so at least 14 days prior to your event. If not, their \$20 deposit becomes nonrefundable.

### WHERE CAN I FIND MORE INFORMATION ON THE FORMALWEAR REWARDS PROGRAM?

You can find the details of this program on our website at [josbankformal.com](http://josbankformal.com)

## 3 STEPS TO FITTING YOUR PARTY

### STEP 1

#### VISIT ANY OF OUR 600+ NATIONWIDE STORES

We encourage all your groomsmen to come in within the next 30 days to complete your order—so you can check it off your list and have one less thing to worry about. All they need is your group name and group number (noted on page 1). Please note: Children should be fitted no more than 30 days BEFORE your wedding, because they grow so quickly.

#### INITIAL FITTINGS

During the initial fitting, each groomsmen will be measured for size and fit, based on your style selection. They'll also be asked to tell us which store they want to have their tuxedo delivered to. We recommend selecting a store that's convenient for them to visit two days before the wedding—when they will pick up their tuxedos and have a final fitting.

#### OUT-OF-TOWNERS

Party members who are not near a Jos. A. Bank store require a little more attention. First, you need to give them one of our measurement cards, which they can use at a local tailor to get measured. Once they're done, they can place their order with our Customer Service team at 1.877.703.4438—by providing your group name, group number, and their measurements. They can also pay their deposit using a credit card.

### STEP 2

#### FINAL FITTINGS AND PICK-UPS

Your group's pick-up date is two days prior to the wedding. This gives everyone enough time to try on their tuxedos and have them adjusted, if needed. It's critical that everyone tries on their tuxedos at the time of pick-up to ensure everyone looks their best on your wedding day.

### STEP 3

#### EASY RETURNS

Unless an extended rental was ordered, all tuxedos must be returned the day after the event to any one of our 600+ nationwide stores—they don't have to be returned to the store in which they were picked up or ordered. The best man will often return the groom's tuxedo as part of his duties. Of course, it doesn't hurt to remind him ahead of time!

The groom and all party members should be sure to include all the pieces of their rental package in the bag provided, and return everything the day after the event to avoid any additional costs.

#### YOUR STORE

Formalwear Consultant

Location

Phone

#### YOUR GROUP DETAILS

Group Name

Group Number

Adults' Fitting Deadline

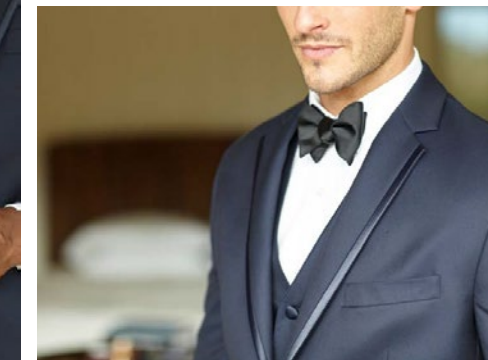
Kids' Fitting Deadline

Pick-Up Date

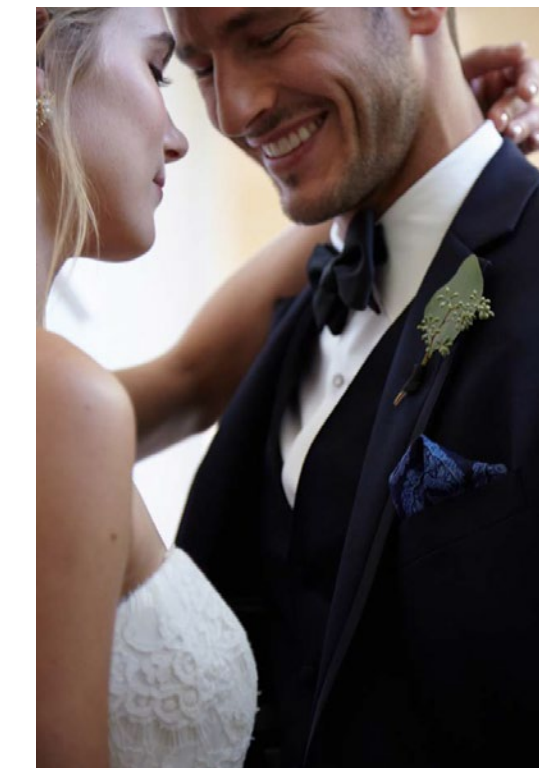
Return Date

#### NOTES

# BROCHURE



**JOS. A. BANK  
KNOWS BLACK TIE.**



**BECAUSE IT  
DOESN'T GET  
ANY BETTER  
THAN THIS.**

It need not be expensive, just perfectly tailored and perfectly accessorized. Buttoned at the waist with good-looking precision. We have every style, silhouette and fine fabrics to suit any palette. And all the men in your wedding party will look their best.

**FIND IT ALL (AND PUT IT ALL TOGETHER)  
AT JOS. A. BANK.**

Call us to schedule your complimentary formalwear consultation at any Jos. A. Bank store. Find your nearest location at [josbankformal.com/store-locator](http://josbankformal.com/store-locator)

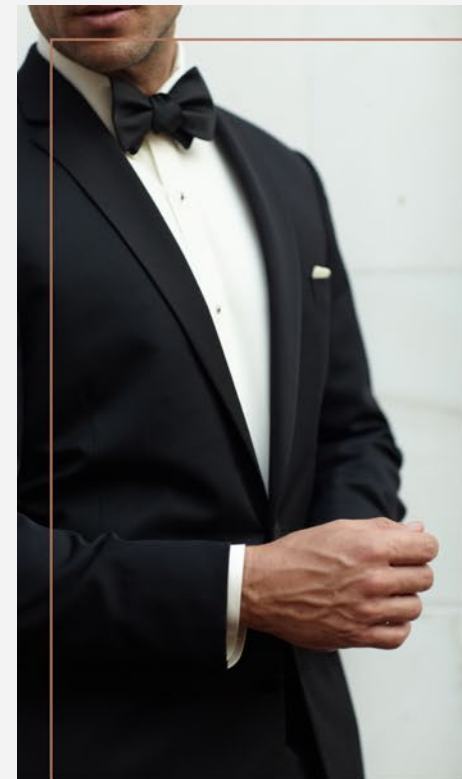
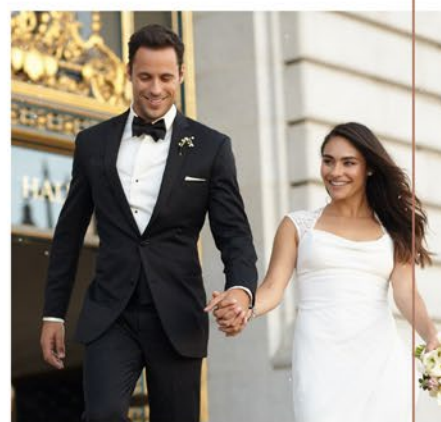
**YOUR GO-TO-GUYS FOR STYLE TIPS  
AND FORMALWEAR ADVICE**

Jos. A. Bank delivers classic style and old school tradition with modern flair and singular confidence. We are the destination for classic formalwear, impeccable tailoring, expert service and good advice.


**CALL OUR TEAM OF FORMALWEAR  
EXPERTS AT ANY JOS. A. BANK STORE.**

They'll help you find tuxedos and formalwear for your entire wedding party. They'll help keep the groom-to-be and his groomsmen looking dapper, from the rehearsal dinner to the after-party.

# STORE SIGNAGE


LIVE IN THE MOMENT.  
LOOK YOUR BEST.




JOS.A.BANK  
- FORMALWEAR -



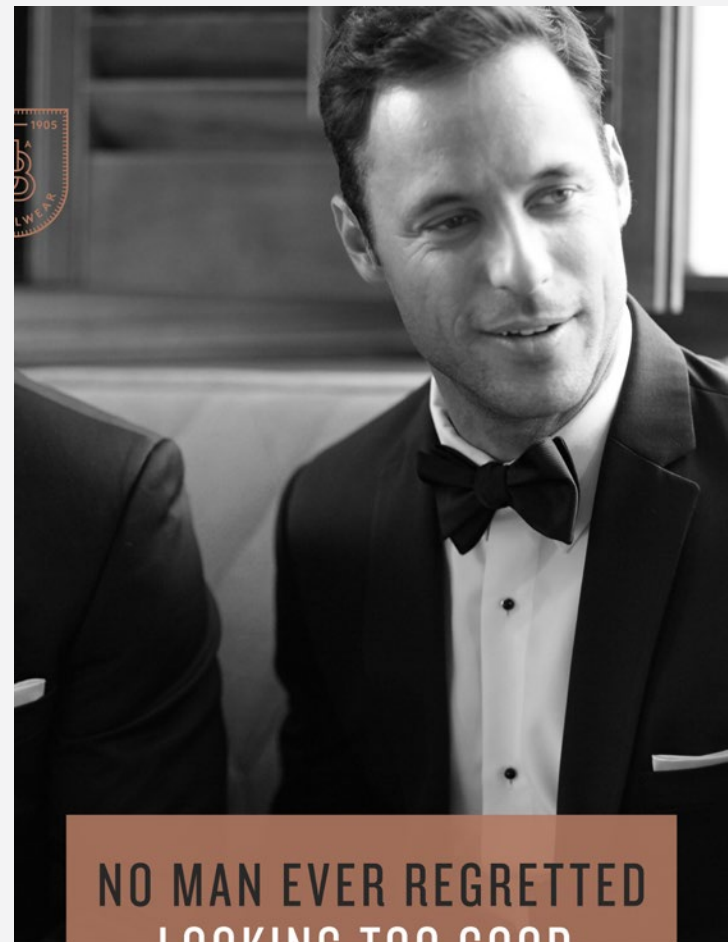
THE TIME HAS COME.  
THIS IS YOUR MOMENT.



JOS.A.BANK  
- FORMALWEAR -




DRESS THE PART  
Calvin Klein JOSEPH ABBOUD BLACK





NO MAN EVER REGRETTED  
LOOKING TOO GOOD.

FREE TUXEDO RENTAL AND SUIT  
WITH 10 PAID GROOMSMEN RENTALS



THIS IS  
YOUR  
MOMENT.

# WEBSITE & PROMO EMAILS

