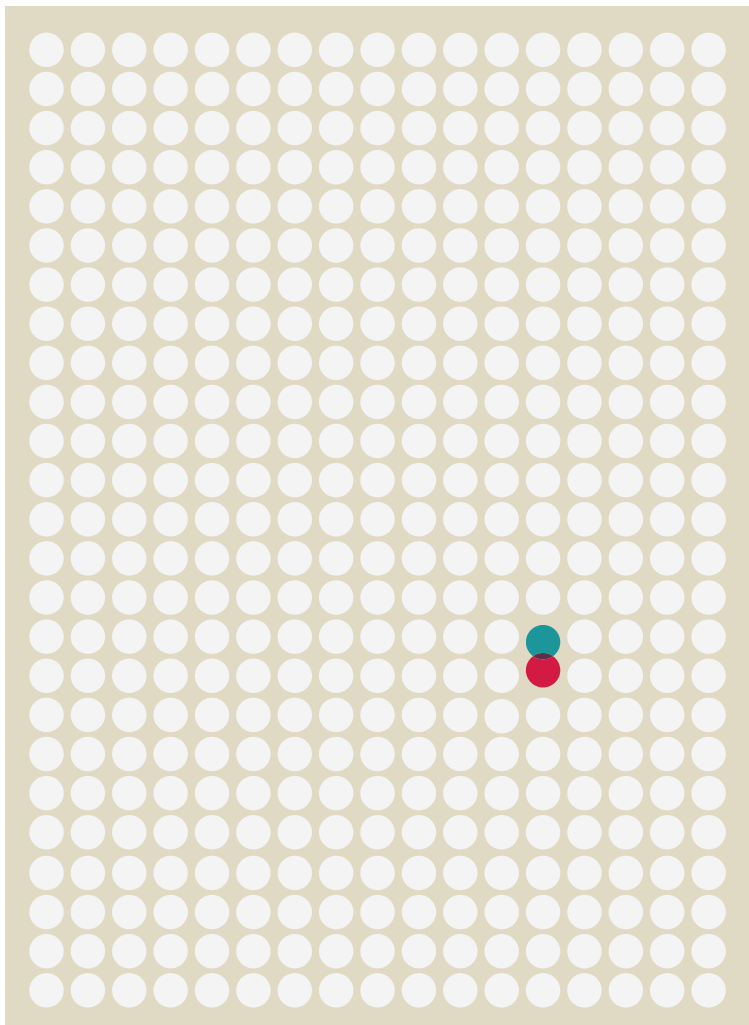


treat.TM





our world today

7,003,338,846 BILLION PEOPLE

roam around this planet.

**EVERY SINGLE ONE OF THEM
IS LOOKING TO MAKE A CONNECTION.**

sure, people “connect” on social networking sites—they post, tweet, share and like. but what does it mean to make a true, intimate connection with someone?

You want to send a hug, wish them well, make them laugh, greet them on their special day or tell them how much they mean to you.

HOW CAN YOU CONNECT?

SEND A CARD WITH YOUR SENTIMENTS EXACTLY.

**WE MAKE CARDS.
YOU MAKE THEM MEAN SOMETHING.**

WHAT IS TREAT?

Refreshingly personal cards you can make in a snap.

WHY TREAT?

We believe greeting cards are like relationships— always special and never cookie cutter. Buying cards the “old-school” way can be a hassle, limiting and impersonal. We’re here to help people easily express themselves and connect with family and friends in authentic and meaningful ways.

BRAND ESSENCE

Deepening personal connections

VALUES

CONNECTION - we believe in personal, intimate and meaningful relationships.

TRANSPARENCY - we don't believe in pretense. Keeping it real is our deal.

SUPPORT - we're here to help with anything you need.

BRAND PROMISE

Treat helps you personalize and send one-of-a-kind greeting cards that stand out from the crowd.



Treat is a connection.

A chuckle. A smile. A confession.

Your best friend telling you "you still got it" on your 40th birthday.

Realizing you still have a crush on your husband (bald head and all).

It's like finding a chimichanga under your pile of chips or a getting a hug when you least expect it.

It's being there when things get tough and saying "I screwed up" or "I'm here for you."

It's leaving the clichés in the card aisle where they belong.

**AND USING WORDS THAT ARE YOURS,
THAT MAKE SENSE, THAT ARE BRILLIANT
NOT BORROWED.**

Write like you mean it. Don't just think it. Say it. Share it. Send it.

I WANT TO SEND A _____ CARD FOR MY _____ .

poignant
intimate
honest
surprising
affirming
supportive
warm
raw
funny
truthful
relevant
heartfelt
sweet

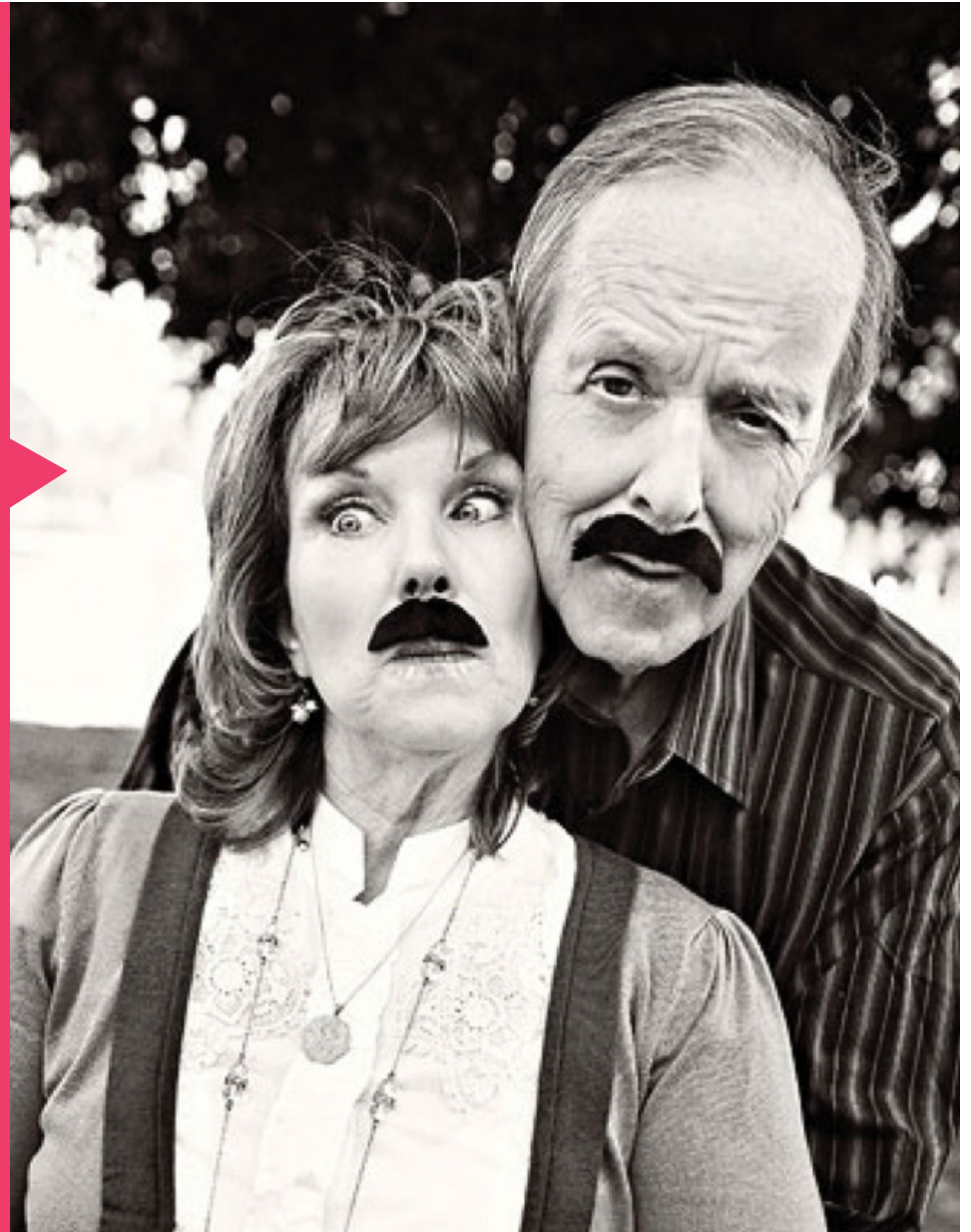
birthday
anniversary
thinking of you
missing you
sympathy
friendship
mother's day
father's day
grandparent's day
i'm sorry
congratulations
get well

mom
brother
boyfriend
dad
sister
lover
mother-in-law
father-in-law
husband
co-worker
boss
best friend
son
daughter

**I don't know what's
better, your hair or
my face.**



Happy anniversary,
potato head.

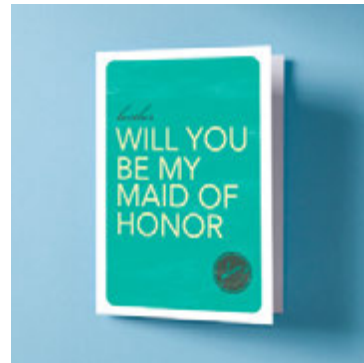
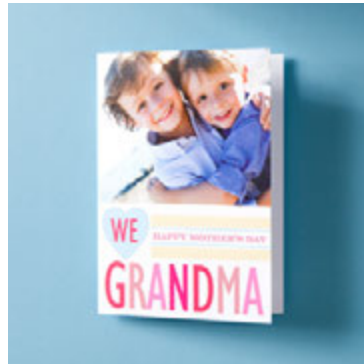
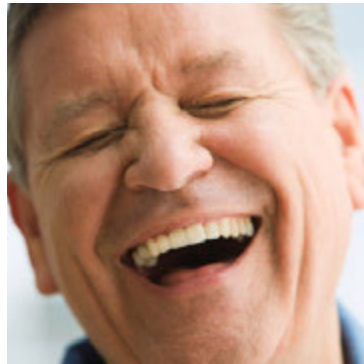


I still don't know
how you do it,
Mom.



**YOU
COMPLETE
ME.**





LOGO WITH TAGLINE

treat.TM
CARDS GET PERSONAL

LOGO WITHOUT TAGLINE

treat.TM

KNOCKED-OUT LOGOTYPE

treat.TM

The Treat logo should always be surrounded by clear space. The clear space may be white, the natural color of the background, or a color from the Treat color palette.

The clear space around the logo is equal to $1/2x$, where x is the x-height of the lower-case "r" in the logo.

Always display Treat "tm" in the most prominent place - whether that be on the homepage, email or print. It must show up once.

treat.TM
CARDS GET PERSONAL



treat.TM



treat.TM

PERSONALITY

RAW - we are not afraid to be bold, intimate and vulnerable.

SMART - we use clever, quick-witted language.

ENGAGING - we pique interest and command attention.

TREAT VOICE

The Treat voice is personal, honest, raw, engaging, genuine and smart. When writing, think of what you would say in your day-to-day conversations with family and friends. We mimic the way real people talk. Our voice is not “marketing speak,” sappy or cliché. Instead, we are heartfelt, irreverent, supportive and even silly. The one constant is: our voice is always authentic.

NO	YES
You are the love of my life, my sweetheart, my everything.	I love you, you sexy beast.
I hope you accept my sincerest apologies.	I totally screwed up and I’m sorry.
Personalize the perfect card.	Pump up your cards with personality.
You gift. They choose.	Get gifty with the most flexible gift card ever.

A PUG WITH
SUNGLASSES?

Of all the cards in Walgreens, it was probably the closest.

▶ CAUSE YOUR SISTER LIKES DOGS. ◀

NOT
BUT
PUGS, WHO DOESN'T LOVE
PER SE. GENERAL AND REALLY,
AN ANIMAL WEARING RAY-BANS?

— BUT LET'S SUPPOSE —

YOU WEREN'T LIMITED
TO CRAPPY GENERIC DRUGSTORE CARDS.

WOULD YOU GIVE
A CARD WITH SOME ACTUAL THOUGHT BEHIND IT?

A CARD WITH
A FEW CHOICE
WORDS OF
YOUR OWN?

— A CARD THAT SAYS —

"HEY. I KNOW YOU. AND I'M HAPPY YOU EXIST."

A CARD THAT'S

REAL
FOR A CHANGE.

▶ A CARD FAR MORE LIKELY TO AVOID INSTANT RECYCLING ◀

A CARD THAT'S
APPROPRIATE WHEN **INAPPROPRIATE**

A CARD AS UNIQUE
AS YOUR RELATIONSHIP, FOR BETTER OR FOR WORSE.

— A CARD NOT SOLELY —

crafted by an anonymous card writer in Cleveland.

A CARD THAT KNOWS THE DIFFERENCE BETWEEN
LIKE REALLY LIKE & LOVE

A card that is as funny/sappy/biting/heartwarming
risque/nostalgic as the the relationship calls for.

A CARD
NOBODY
COULD
GIVE BUT
YOU.

▶ WE CALL THIS A TREAT. ◀

And we think people are going to like it.

COPY GUIDELINES

TOP NAV	All caps, no punctuation (ex: ST. PATRICK'S DAY)
LEFT NAV CATEGORY HEADERS	All caps, no punctuation (ex: MOST POPULAR OCCASSIONS)
TOP NAV DROP DOWN	All lowercase, no punctuation (ex: photos on front)
LEFT NAV SUBCATS	All lowercase, no punctuation (ex: thank you)
FUNCTIONAL HEADERS	All caps, no punctuation (ex: FREQUENTLY ASKED QUESTIONS)
MARKETING HEADLINES AND SUBCOPY	Sentence case with punctuation (ex: Add a gift card. It's the gift that lets them choose.)
CTA BUTTONS	All caps, no punctuation (ex: GET SHOPPING)
STANDALONE TEXT LINKS	All lowercase, no punctuation (ex: shop now)
TEXT LINKS WITHIN COPY	Sentence case, no punctuation (Make it the best birthday ever with a gift card .)

“TREAT” USAGE

As much fun as we could have using the word “Treat” as a noun or a verb, the Treat legal team has advised that the only acceptable use of the word “Treat” is when it’s referring to the company the brand or its products. No exceptions!

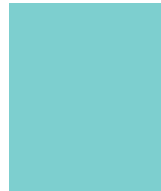
NO	YES
Sending personalized cards is a real treat.	Treat is the coolest way to send friends and family customized cards.
Treat your friends and family to awesome one-of-a-kind cards.	Treat cards help you say it your way.

PRIMARY



PURPLE

PMS: 2622C
CMYK: 75, 100, 31, 22
RGB: 85, 25, 95



BLOWN GLASS

PMS: 7465C
CMYK: 48, 0, 22, 0
RGB: 124, 206, 207

SECONDARY



CHERRY

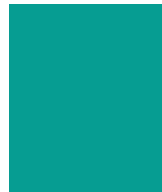
PMS: 1925C
CMYK: 0, 98, 62, 0
RGB: 255, 0, 74



GRAY

PMS: 9A9B9C
CMYK: 42, 34, 34, 1
RGB: 154, 155, 156

TERTIARY



SPRING BLUE

PMS: GOE 10215C
CMYK: 90, 10, 55, 0
RGB: 0, 157, 145



SUMMER GOLD

PMS: GOE615C
CMYK: 0, 50, 100, 0
RGB: 235, 151, 0



FALL ORANGE

PMS: GOE 1916C
CMYK: 0, 90, 90, 0
RGB: 231, 57, 12



WINTER BLUE

PMS: GOE 6916C
CMYK: 85, 60, 5, 0
RGB: 67, 103, 189

Avenir LT Std

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z a b c d e f g h i j k l m n
o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Aa Light **Aa** Heavy Aa Medium Aa Light Oblique **Aa** Heavy Oblique
Aa Roman **Aa** Black Aa Oblique Aa Medium Oblique **Aa** Black Oblique

Arial

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z a b c d e f g h i j k l m n
o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Aa Regular **Aa** Bold Aa *Italic* **Aa** Bold *Italic*

WE CAN GO
ALL CAPS
TO BE BOLD AND IMPACTFUL.

We can also
**put things
simply.**

WE CAN
MIX
WEIGHTS.

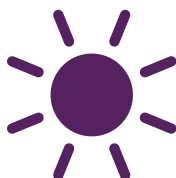
BE
BOLD.
BE
FUN.
BE
TREAT.

WE CAN
OUTLINE
TYPE.

We can set
type on an
angle.

We can
set type
in a box.





BUY NOW

MAKE A KILLER CARD

CARDS IN MERCHANDISING

Our cards tell a story and reflect who we are as a brand. The photography, copy and style come together to express an authentic connection through personalization.

Choosing the cards

Always showcase cards that showcase personalization. Whether that is expressed through editable type or photos, make it clear that the customer can manipulate the card to make it their own.

Consider the following when choosing cards for any channel:

1. Type is editable
2. Design makes a bold impact
3. Design expresses the season
4. Type is legible and a quick read

Photography and copy in cards

Photography in product should feel real. We don't use models. We use real people. It should complement the copy on the card, seamlessly working together to create a personalized experience and tell a story.

PHOTOGRAPHY

Photography expresses our brand essence by capturing a moment—a time that was only meant for the people in it.

Photography of product

We use simple, clear photography. In layouts, use only one card per marquee.

We have two ways to showcase cards: bird's eye view or eye level. Both must be uncluttered and display the card's features.

The card photography should have strong shadows and depths of field—as a customer, you should feel like you can reach in and pull the card off the page.

PARTNERS

If mentioning an affiliation is not required by the partner, the Treat™ brand name should stand on its own, without a qualifier. This is the preferred route.

If mentioning in a partner channel (ie: on Living Social's site or in their emails) the copy can read "Treat, a Shutterfly, Inc. brand..." but we will also need to footnote with "Treat is a trademark of Shutterfly, Inc."