

CHAMPLAIN: A SOURCE OF INSPIRATION





INTRODUCTION

MAIL CHAMPLAIN strives to turn shopping into a series of special moments and enjoyable experiences, a well-deserved respite from the hustle and bustle of our customers' daily lives. It is with this vision in mind that we have developed the new **MAIL CHAMPLAIN** identity.

In order to attract and retain our clientele, it is essential to put forward a **STRONG** and **CONSISTENT IDENTITY** in all its manifestations. The following pages feature a series of useful tools and tips to help you express our personality with energy, confidence and creativity.

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BRAND POSITIONING

lively



In keeping with the shopping experience provided at MAIL CHAMPLAIN, the various manifestations of our brand must be lively. Consumers should constantly be invited on a voyage of discovery, exploration, amusement, pampering and general well-being. MAIL CHAMPLAIN is a place for people to treat themselves and to enjoy life.



MAIL CHAMPLAIN PERSONALITY ATTRIBUTES

vibrant

Shopping here is never dull. There are always surprises and special events to add a touch of the unexpected. This makes for an **energetic**, **colourful** and **fun** experience.



human

Each interaction at MAIL CHAMPLAIN is enjoyable. We are not into “big box” stores devoid of personality. Our personnel is accessible, **warm** and **welcoming**.



contemporary

MAIL CHAMPLAIN keeps up with the times. Our approach is decidedly modern, we stay in touch with consumer needs, and we're tuned in to the latest trends.



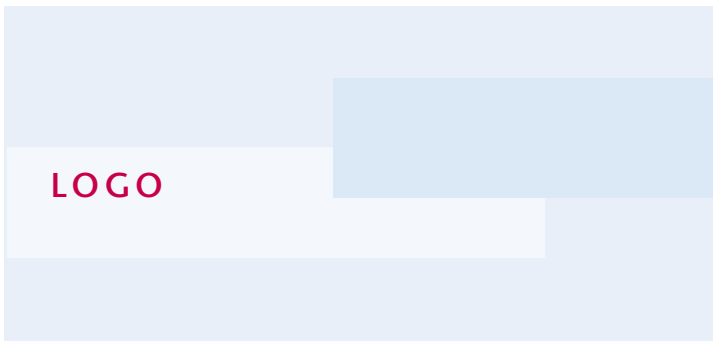
STYLE GUIDE

LOGO



Our logo focuses on the differentiating element of our destination: the word CHAMPLAIN. This key word is featured prominently and supported by the monogram “C”, ensuring appropriate visibility and impact. Simply put, it all boils down to this: C = CHAMPLAIN.

The hand-written style of the monogram, evoking a brush stroke, helps convey our brand’s vitality, as well as its warm and personable side.



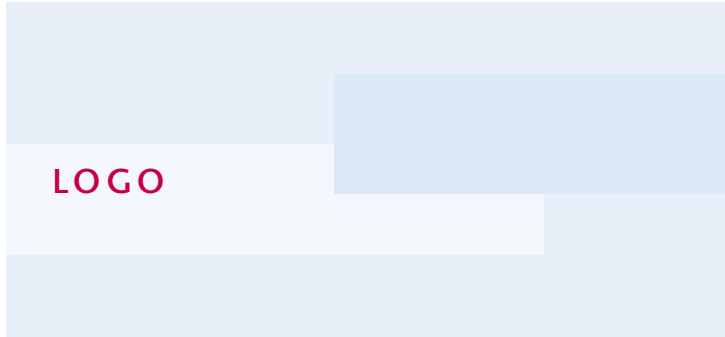
PROTECTION SPACE

To heighten the logo's visual impact, it must always be surrounded by a protection space equivalent to a square formed with the letter "N" in the word "CHAMPLAIN" (see illustration above). This space must always remain free of any visual element (graphic, typographic or other).

MINIMUM SIZE

To ensure that the logo remains legible at all times, it must never appear in a smaller size than the one indicated on the left.





CORRECT USE

The logo may appear in different colours, depending on the context, but always in one of the following presentations.

2-colour version



Our 2 official colours, on a white background.

1-colour (red) version



On a light-coloured background, a white key line surrounds the logo.

2-colour version



On a black or dark-coloured background, a white key line surrounds the logo.

black & white version



SPECIAL VERSION FOR BILLBOARDS ONLY

To ensure maximum impact, only the versions below may be used in this context.



On a white background.



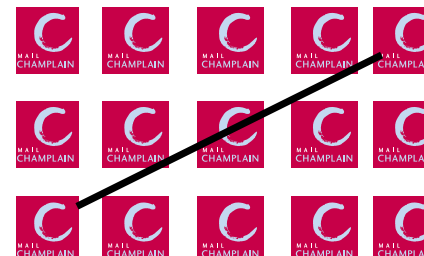
On a coloured background, surrounded by a white key line.

INCORRECT USE

No attempts should be made to recreate the logo in any way. Only the official versions may be used.



Never create an outline version of the logo.



Never use the logo to create a repetitive pattern.



Never modify the relative proportions of the logo's various elements.



Never alter the logo's colour scheme.



On a photo background, the logo must never appear without its white key line.



Never insert the logo in a graphic shape other than a square.

KEEP IN MIND

Never try to integrate the logo in a sentence. The logo should always be treated as a distinct element, preferably as a signature.

CORRECT: "Don't miss our holiday event. [Logo]"

INCORRECT: "Don't miss the holiday event at [logo]."

LOGO

MONOGRAM



The hand-written style used for the monogram illustrates the warmth and vitality of our identity. This monogram usually appears as an integral part of the official logo, along with the MAIL CHAMPLAIN name. However, the monogram may also appear on its own as a distinct graphic element, but only if BOTH of the following conditions are met:

- The MAIL CHAMPLAIN name must appear elsewhere in the same communication piece.
- The monogram must appear within a red square, or alternately in an application that strongly evokes a square shape (e.g. a shopping bag).

KEEP IN MIND: The monogram alone may never be used as the signature of a communication piece. That role belongs to the official logo.

DESCRIPTOR

DESCRIPTOR

The descriptor *Shopping & co* serves as a reminder that MAIL CHAMPLAIN offers a host of activities in addition to shopping. It's also a place for entertainment and special events, for meeting friends... in a word, a great spot to enjoy life's simple pleasures, no matter what the occasion.

The descriptor, or logo signature, is in perfect harmony with our positioning: human, contemporary, warm and vibrant. This device is designed to support our message in the marketplace in both languages, in a friendly and distinctive way.

The descriptor may be used in applications such as newspaper ads and promotional items.

USING THE DESCRIPTOR

2-colour version



black & white version



NOTE: Only this version may be used in newspaper ads.

2-colour version



french version



TYPOGRAPHY

Typography is an integral part of our brand image. That's why our typeface is modern, easy to read, streamlined and contemporary. It helps us express the essence of the MAIL CHAMPLAIN brand, build consumer awareness and ensure consistency in all our communications.

TYPEFACE

For titles, headers and body copy.

ABCDEFGHIJKLMNOpqrstuvwxyz

ABCDEFGHIJKLMNOpqrstuvwxyz

ABCDEFGHIJKLMNOpqrstuvwxyz

ABCDEFGHIJKLMNOpqrstuvwxyz

ABCDEFGHIJKLMNOpqrstuvwxyz

ABCDEFGHIJKLMNOpqrstuvwxyz

MÉTA

Mail Champlain
lorem ipsum dolor sit amen.

In advertising copy, sentence-style capitalization is used.

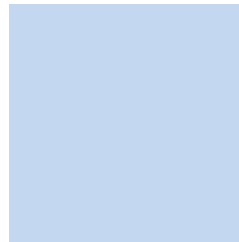
COLOURS

OFFICIAL COLOURS

Warm and sophisticated, the official MAIL CHAMPLAIN colours convey a feeling of excitement and novelty, with an air of refinement.



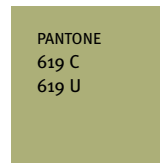
- PANTONE® COATED **1945 C**
- PANTONE UNCOATED **1945 U**
- PROCESS (COATED) **25% cyan • 100% magenta • 60% yellow**
- PROCESS (UNCOATED) **30% cyan • 100% magenta • 60% yellow**
- RGB (WEB) **990033**
- PANTONE TEXTILE **18-1761 TP**



- PANTONE® COATED **2708 C**
- PANTONE UNCOATED **2708 U**
- PROCESS (COATED) **34% cyan • 8,5% magenta**
- PROCESS (UNCOATED) **30% cyan • 10% magenta • 5% jaune**
- RGB (WEB) **99CCFF**
- PANTONE TEXTILE **14-4110 TP**

SECONDARY COLOURS

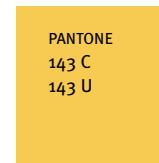
The secondary colours shown below are used to support our official colours, in order to enrich our visual landscape and offer greater flexibility in our communications.



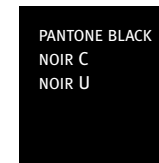
PANTONE
619 C
619 U



PANTONE
675 C
675 U



PANTONE
143 C
143 U



PANTONE BLACK
NOIR C
NOIR U



PANTONE METALIC
8003 C
8003 U

Pantone is a registered trademark of Pantone, Inc.

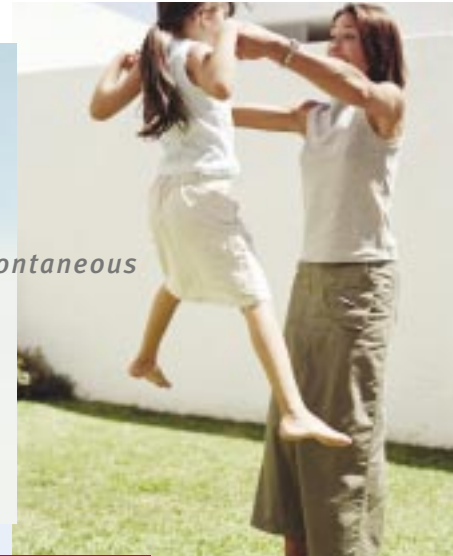
fun



vibrant

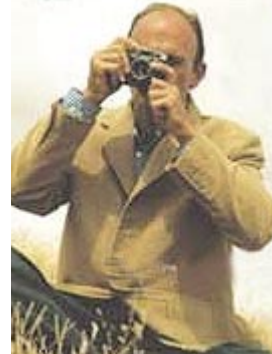


spontaneous



IMAGERY

The images we use in our communications say a great deal about who we are. As a result, images should always be chosen based on our personality attributes, in order to reflect the essence of our brand.



refined

Here are a few key words to help you choose appropriate images for Mail Champlain:

Vibrant Dynamic Fun Zest for life Spontaneous Refined

Context: Pampering yourself, treating yourself with a certain sophistication.

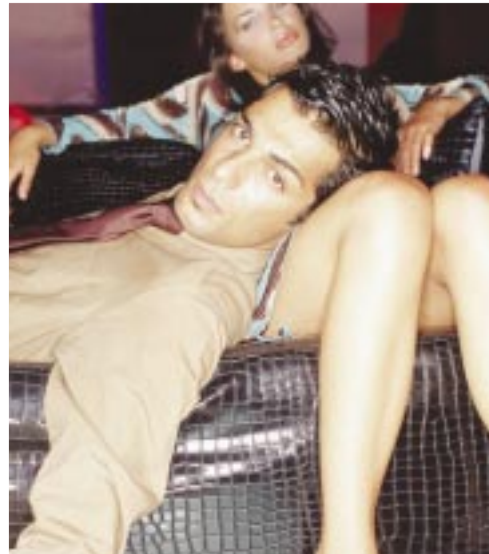
Set-up: Bright lighting, warm ambience; people are content and relaxed.

Attitude: Customers and shopkeepers are on the same wavelength. The attitude is relaxed, yet fashionable.

IMAGERY

KEEP IN MIND

Avoid **clichés** and images that look **stilted** or **stiff**.



VOICE

All our communications should reflect the MAIL CHAMPLAIN personality attributes which, like our brand, are human, fresh and vibrant. Our writing style should therefore be cheerful and energetic, with an occasional touch of humour. Our communications should strive to create a simple and joyful ambience, avoiding pretentious or complicated turns of phrase.

MAIL CHAMPLAIN SHOULD ALWAYS...

- Draw from life's simple pleasure
- Be contemporary and welcoming
- Convey warmth and happiness

MAIL CHAMPLAIN SHOULD NEVER...

- Seem dull or ordinary
- Neglect each client's individuality
- Be pretentious or snobbish

USING THE NAME “MAIL CHAMPLAIN”

Our brand is officially named MAIL CHAMPLAIN. In order to safeguard its integrity, the full name should always be used to sign our communications or when referring to the entity or shopping destination.

CORRECT

“Check out what’s going on at MAIL CHAMPLAIN.”

INCORRECT

“Check out what’s going on at the Mail.”

USING THE DIMINUTIVE “CHAMPLAIN”

To give MAIL CHAMPLAIN a friendlier, more approachable image, a personalized approach has been developed for our ad campaigns. In this case, the use of the diminutive “CHAMPLAIN” (as opposed to the full name MAIL CHAMPLAIN) is authorized, but only under the following conditions:

- It must be in a spoken-word context (e.g. customer testimonial)
- The words must come from a person or entity other than MAIL CHAMPLAIN itself

Correct examples:

“With Champlain, I shop ‘till I drop.”

“Champlain knows how to seduce me.”

The context makes it clear that a customer is talking to us.

Incorrect examples:

“Champlain here, inviting you to check out my giant sales!”

“Champlain’s spring special”

In these cases, it seems like MAIL CHAMPLAIN itself is talking to us, which means that the diminutive should NOT be used.

GRAMMATICAL TREATMENT

MAIL CHAMPLAIN should always be treated as a proper noun. Therefore, it should never be preceded by an article.

CORRECT

“Come to MAIL CHAMPLAIN.”

INCORRECT

“Come to the MAIL CHAMPLAIN.”

In addition, MAIL CHAMPLAIN should never be used in the possessive form.

INCORRECT

“MAIL CHAMPLAIN’s Holiday Happening.”



APPLICATIONS

AD CAMPAIGN - BILLBOARDS

LAUNCH CAMPAIGN

FALL 2002



Champlain connaît
mes points faibles.



Champlain
m'a épuisée.



Champlain
me fait
la cour.



Champlain
m'a donné
des idées.



WINTER 2002-2003



Champlain fait des miracles.



Champlain, mon sauveur.



NEWSPAPER ADS

BLACK AND WHITE



Célébrez l'arrivée du
Père Noël
en compagnie des vedettes de
MACARONI tout gerd!

Le samedi 29 novembre à 11 h
Coor Intérieure La Base

Remarque: 1400 ght 000
100, 100, 100, 100, 100, 100, 100, 100



Exposition
voitures de luxe
du 16 au 20 octobre 2003



BLACK AND 1 COLOUR



Champlain
me fait des faveurs

Solde promenade
du 8 au 12 janvier 2003



Remarque: 1400 ght 000
100, 100, 100, 100, 100, 100, 100, 100

INTERNAL COMMUNICATIONS



POSTER

SHOPPING BAGS



THEME BAG



EXTERIOR SIGNAGE



MAIN PYLON