

**APPENDIX M-2**

**BRAND IDENTITY GUIDE (Continued 4)**

**PLCB RFP #20150706**

## Store Branding

### New Location and Renovation Projects

All stores will eventually relocate or undergo renovation to make a full transformation into a Fine Wine & Good Spirits (branded) store. Your location will ultimately take one of the following forms:

- *New store, Premium Design package* – New premium stores are the flagships of the Fine Wine & Good Spirits brand and include a center table service area and versatile merchandising locations. Wall shelving is housed in wood cabinetry with glass category signage that lends warmth and style.

Most luxury items are shelved next to their corresponding listed sets for easier shopping.

*Most new, Premium Design stores are furnished with a center table and tasting bar.*

- *New store, Standard Design package* – Most new standard stores include a smaller-format center table. End-cap shelves are added to traditional aisle units,

all in brown. All category signage is brushed metal, and the walls feature vivid paint and artistic decor

- *Refurbished store* – Many existing stores are being completely remodeled with the Standard Design package.
- *Refreshed store* – In many other existing stores, white shelving remains and end-cap shelves are added. Flooring typically remains, as well as corner offices. Bullpen-style register counters are resurfaced and category signage and wall decor are replaced with Standard Design components.



### Upgrades to All Stores

Throughout the state, there are still countless combinations of store layouts and design finishes from the past. Creating fully redesigned Fine Wine & Good Spirits stores will take years, but we will still present as much of a consistent brand design and message as we can in every store.

*Read on to learn about the many details that are already updated.*

## Storefront

The store windows and doors are your first opportunity to project a clean, attractive store environment to a visiting customer. The information customers need before stepping inside is neatly displayed by just a few items:

### Sales Policy

The large green decal is applied on the inside of the glass on the lower part of the entrance door or an adjacent window. On the decal, we state that customers must be at least 21 to purchase alcohol, we prohibit the sale of alcohol to those visibly intoxicated, and we remind customers to never drink and drive. Inquire with your district manager about replacing it with a bilingual version if your store serves a large Spanish-speaking community.



### Remember

The style and volume of the music you play should be satisfying and inoffensive to all customers.

### Store Hours

The brown vinyl cling sheet is applied on the inside of the glass just above the center of the entrance door. It is preprinted with your daily hours of operation. If your hours become permanently adjusted, you should request an updated cling.



### State Holiday Closings

You will continue to be mailed signage to post in advance of applicable state holidays notifying customers that your store will be closed.

### Notice

The blank 8.5"x11" white paper has a "NOTICE" header and top hole punches for suction cup hanging. This is to temporarily inform customers of special conditions. Examples include upcoming holiday closings or openings, temporarily extended or reduced hours, apologies for maintenance, emergency closings, credit card malfunctioning, etc.

A Microsoft Word template with space for the preprinted header is accessible on your store computer's shared network drive at "G:\Product Sign Templates."

For certain anticipated conditions you will be notified of PDFs available on the G drive to print on Notice paper.

If conditions at your store render your computer inoperable, Notice signage may be neatly handwritten in black Sharpie.

The paper can be reordered with an e-mail to RA-LBStoreSignage@pa.gov.

*When you need to print your own sign, use only FedraSansBoldTF.*

### In Case of Emergency

The lined manila card with red border is posted with tape or a suction cup at the bottom of the entrance door or an adjacent window. It lists whom local public safety and security personnel should contact about emergency conditions when the store is closed. Use a black, fine-tip Sharpie marker to complete. Blank cards can be reordered from your district office.

### Miscellaneous Posters

Periodically, central office will distribute large posters to promote a new service feature or innovation, Fine Wine & Good Spirits-sponsored events, in-store tastings, celebrity bottle signings, etc. These can be displayed with suction cups for as long as the information is current. Materials not provided by Central Office, such as product-vendor advertisements, are prohibited unless you receive notification otherwise for a specific item.

### Miscellaneous Decals

Because we accept all major credit and debit card brands, it is not necessary to use any decals displaying their logos.

You should use one decal for each of the camera and alarm systems in use in your store. You are allowed to display a decal from your labor organization as well. These decals should be placed in the bottom corner of a window adjacent to the entrance door or equivalent location.

### Register Area

#### Digital Displays

At each register, dynamic graphics on the customer-facing monitor notify customers of current promotions, discounts, gift ideas and how to access our website and social media offerings.

### Register Closed

The double-sided "REGISTER CLOSED" paper signs should be placed in 8.5"x11" T-base frames and displayed at each counter when necessary.

### Acceptable Forms of ID and Return Policy Decals

The pair of beige 4 ¼" x 5 ½" decals should be stuck to the flat surface most visible to customers at each register area.

### Literature and Gift Card Racks

Fine Wine & Good Spirits has introduced a new suite of free literature that gives customers information about wine and spirits, information about our stores and services and the opportunity to share their opinions with us.

- *Learn* – a booklet of basic information and know-how about wine and spirits, food pairings, proper glassware, party planning and more



- *Shop* – a pamphlet describing our purchasing options and other services
- *Promise* – a pamphlet about how our agency gives back, the benefits we provide to the state overall, sustainability programs and alcohol education
- *Share* – a self-mailing comment card that invites customers to rate their store visit, write complaints or compliments and get in touch in other ways. Remember to stamp each card for store identification
- *Taste* – a quarterly magazine featuring stories about wine and spirits production, geography, market trends, entertaining, mixology and meal pairings



### Remember

Our new store literature is a great resource to answer most basic customer questions. Encourage customers to take one of each. Use [FineWineAndGoodSpirits.com](http://FineWineAndGoodSpirits.com) and refer customers there for additional information.

Each register is supplied with a pair of custom-designed, clear plastic racks. One of them holds *Taste*, the Learn booklet, the gift card envelope and variously themed gift cards. The other holds the Shop and Promise pamphlets and the Share card. Set or mount them together as space permits. Separate them if necessary in your particular counter configuration.

### Old Gift Cards

Old (non-FWGS style) unsold gift cards may still be in wide circulation in our system. Until further notice, if your store has or receives any they are to be exchanged with customers for returned merchandise under the return policy or sold if your store is temporarily out of FWGS style gift cards. These are the only allowed uses of old style gift cards.

### General Messaging

Any customer-facing messaging you have a specific need to develop should be done on plain, blank 8.5"x11" manila card stock. In Word, use only FedraSansBoldTF.

### Wine Specialist Newsletter Sign-up Sheet

Many Retail Wine Specialists write their own e-newsletter for their loyal customers about products and events. A preformatted sheet for collecting e-mail addresses can be printed from G:\Product Sign Templates.

### Connect with Us Business Card

Encourage customer engagement with the "Connect with Us" business card that includes our social media channels.

### Register Tape

Branded register tape is custom printed on the back to display our merchandise return policy and ways to connect with Fine Wine & Good Spirits. It is reordered through DGS Warehouse (SIM).

### Address Stamper

Each store should have a custom 4-line self-inking stamper made in new Fine Wine & Good Spirits address formatting like this example:

FINE WINE & GOOD SPIRITS STORE #0000  
 SHOPPING CENTER NAME (IF APPLICABLE)  
 STREET ADDRESS  
 CITY STATE ZIP

It should be in left alignment, black imprint color and Tahoma Bold font.





## Wine Bags

Your store should be carrying the following:

- Reusable six-bottle wine totes – Green and Blue. Beige has been discontinued Happier Holidays is being introduced in 2015.
- Green Earth gift bags – Four designs

Combined Reusable Totes and Gift Bags signage should be displayed atop the floor bin for the bags. The newest version of the sign includes pricing. New signs will be mailed to you for every future price change.



## Employee Attire

Dress is a crucial part of the positive impression we want to make to the public. In order to project the best possible image of FW&GS, the following dress requirements will be implemented for all employees working in our stores. In general, employees should present a neat and clean appearance in regards to both dress and grooming. A radical departure from conventional dress and/or personal grooming will not be permitted.

### *Inappropriate Dress*

Dress that is generally considered to be in poor taste by conventional standards will not be permitted. All types of shorts, Capris, denim, sundresses, anything transparent, too tight or low cut, or spandex pants/athletic pants are considered unacceptable for FW&GS employees.

*Proper personal appearance reflects the Fine Wine & Good Spirits brand and communicates a positive message to our customers.*

### *General Managers/Liquor Store Managers – Tops*

A male General Manager/Liquor Store Manager will be required to wear a solid color, collared shirt (no fluorescent colors) with a tie. A female General Manager/Liquor Store Manager will be required to wear a solid color, collared shirt or blouse (no fluorescent colors). Polo or golf shirts are *not acceptable*. General Managers and Liquor Store Managers will have the option of wearing a FW&GS supplied apron. Employees temporarily assigned as General Managers or Liquor Store Managers will be required to follow the dress code for General Managers/Liquor Store Managers.

### *Employees other than General Manager/Liquor Store Managers – Tops*

All other employees are required to wear a solid color, collared shirt, polo, or blouse with short or long sleeves. Sleeveless tops are *not acceptable*. No fluorescent colors. A tie is not required.

### *All Employees – Bottoms*

Employees must wear tan or dark, solid-colored chino pants, full-length dress pants (no cargo pockets) or skirts. Skirts can be no shorter than two inches above the knee. Denim and Capri pants are not acceptable.

### *All Employees – Shoes*

Employees must wear closed dress shoes or walking shoes. Walking shoes must be solid colors, leather or leather-like uppers with foam or rubber solid-color bottoms. White walking shoes are not permitted. Open-toed, open-backed or Crocs-style shoes are not permitted.

The following articles complete the Fine Wine & Good Spirits attire and are supplied to you:

- *Aprons, Fine Wine & Good Spirits – embroidered* – Brown aprons are worn at all times on the sales floor, managers excluded. Green aprons are worn by Retail Wine Specialists. It is the employee's responsibility to keep aprons laundered
- *Aprons, traditional blue* – Utility aprons may be worn only when handling shipments and stock in the back room
- *Nametags* – Hard plastic clip/pins and personalized paper inserts are supplied by your district office. Nametags must be worn at all times when working on the sales floor. Nametags must be worn on the chest so that they are plainly visible to the customer.

### **Personal Appearance**

#### *Tattoos*

No tattoos should be visible to the public. Employees who currently have tattoos must cover them to the best of their ability. Employees must refrain from obtaining additional visible tattoos.

#### *Grooming*

Beards, moustaches and hair must be neatly trimmed and presented in a neat and clean appearance. Extreme hairstyles or hair colors (pink, blue, etc.) are not appropriate for business.

#### *Jewelry*

Jewelry should be simple and professional in appearance, not excessive. Ear jewelry must be no larger than two inches in length and/ or diameter for safety reasons. No excessive body piercings may be worn at work.

#### *Failure to Comply*

Alterations to these standards will not be permitted unless approval is given by your district manager as a result of unusual store conditions. Anyone reporting for duty in violation of these standards will be sent home without pay until the appearance is corrected. Continued violations may lead to disciplinary action up to and including dismissal.

