



COUNTRYMAX STORES[®]
For your *REAL* life.

Brand Guidelines Version 1.1 | August 2022



Webster



Baldwinsville



Brockport

Welcome to CountryMax

What started in 1984 as the evolution of an Agway Feed Store in Upstate New York is now a fast-growing, family-owned retail chain. With an extensive variety of pet supplies, lawn and garden products, animal feeds, homestead supplies, outdoor clothing and gift items, the CountryMax brand means many things to many people. These guidelines are how we keep the brand consistent, relevant, vibrant and valuable in the minds of our customers and the communities we serve.



COUNTRYMAX^{STORES}
For your *REAL* life.

Table of Contents

Brand Voice	p.1-8
— <i>Who We Are, Who We Are Not</i>	— p.7-8
Visual Identity System	p.9-14
— <i>Copy Blocks, Keywords</i>	— p.9-11
— <i>Style Guides, Imagery</i>	— p.12-14

CountryMax in Action	p.15
Questions	p.16



Brand Voice

“Brand voice” is the way we talk about ourselves, and how we hope customers talk about us. Just like imagery, colors and interior design, it’s a reflection of our personality. On the pages ahead you’ll find several elements and examples of our brand voice. Use them to guide development of in-store messaging, advertising, promotions, internal communications and recruitment for CountryMax Stores.



Brand Promise, Our *Why*

At CountryMax,
We know your real life is more than where you work.
More than who you know.
And way more than your browsing history.
It's your family, your hobbies and your homestead.
We're here to help you with all that and more.
Count on us for carefully selected products,
expert advice and genuine savings.

CountryMax
For Your *Real* Life



Our Tone

The CountryMax tone of voice is casual, confident and uniquely helpful. We're plainspoken and respectful. We're family- and pet-friendly.

Our customers are smart, engaged, discerning. Many of them love us wholeheartedly because we acknowledge and contribute to what's important in their lives.

Plus, we bring a little country charm to every interaction. 🐾



Who We Are

Uniquely Helpful

Whether it's in the store, at the warehouse or on the phone, we're open to inquiries and ideas. We anticipate needs and help in every possible way. We're friendly and we make people smile.

Outdoor-Obsessed

From busy bird feeders to thriving gardens and sizzling grills, CountryMax is one step away from the sights, sounds and joys of backyard living.

Pet-Focused

Our customers love pets and so do we.

Creative

From the hand-crafted wooden displays in our stores to the innovative ways we do business, creativity and independent thinking sets us apart from the big chains.

Practical

Like our country heritage, we're hands-on. If it's simple and makes sense, we do it. If it's costly and complicated, we take a closer look.

Who We're Not

Not Fancy

The retail world is filled with shiny, overpriced products, stores and websites. That's not us. Come as you are. Buy what you need. Enjoy a simpler life.

Not Expensive

We're no discount store, yet we always strive to deliver the best quality at the lowest price. Value for money.

Not Corporate

Yes, we're businesslike and growing. But you won't find suited-up execs or miles of red tape. Our support center offices are next to the warehouse, and our hearts are with employees and customers.

Not Outdated

Just because we're not very corporate doesn't mean we're old-school. Modern processes and ideas keep CountryMax highly competitive.



Most important, *we are real*

These days, authenticity can be elusive. With so much digital fakery, so many “optimized” buying experiences, so much product information and disinformation, it’s hard to know what’s true and good. We’re committed to being 100% real. In person and online. That means honesty, sincerity and genuine concern for every customer... and for each other.

Boilerplate Copy Blocks

50 Words

CountryMax is a family-owned retailer carrying a tremendous variety of healthy pet foods, small animals, home, lawn and garden, wild bird and equestrian essentials. In business for nearly 4 decades, CountryMax now operates 18 locations across the state. Count on us for carefully selected products, expert advice and genuine savings.

50 Words, Store Specific

CountryMax [Webster] is one of 18 family-owned stores carrying a tremendous variety of healthy pet foods, wild bird feed and lawn & garden essentials. In business for nearly 4 decades, CountryMax is committed to the communities we serve. You'll find carefully selected products – locally sourced when possible – plus expert advice and genuine savings.

100 Words

At CountryMax,
We know your real life is more than where you work. It's your family, your hobbies and your homestead.

We're here to help you with all that and more. CountryMax is a family-owned retailer carrying a tremendous variety of healthy pet foods, small animals, home, lawn and garden, wild bird and equestrian essentials. In business for nearly 4 decades, CountryMax now operates 18 locations across the state. Count on us for carefully selected products – locally sourced when possible – plus expert advice and genuine savings.

CountryMax
For Your *Real* Life

Secondary Messages

Your neighborhood country store

Uniquely Helpful

"I'm goin' there"

"I love that store"

Real Deals

Backyard [everything]

Your Homestead Headquarters

Grow with us

Hashtags

#CountryLife

#GardenLife

#LawnLove

#BirdWatcher

#[dog breed]

#BackyardBirder

#BackyardChickens

#ForYourRealLife

#MyHomestead

#GrowWithUs

#BarnLife

Keywords

These frequently searched terms are not only for online optimization, but also for our printed materials and signage. This is how customers talk and think about the products they want and we sell.



Pet Food

- Dog Food
- Cat Food
- Quality Nutritious Food
- Healthy Dog Food
- Dry Dog Food
- Natural Treats
- Natural Chews
- Puppy Food
- Food for Older Dogs
- Pet Food Toppers

Pet Supplies

- Dog Bed
- Cat Bed
- Pet Accesories
- Cat House Outdoor
- Dog Basket Outdoor
- Pet Store
- Dog Coats
- Pet Supplies
- Pet Accessories
- Pet Clothing
- Cats
- Pet Supply Store

Wild Bird

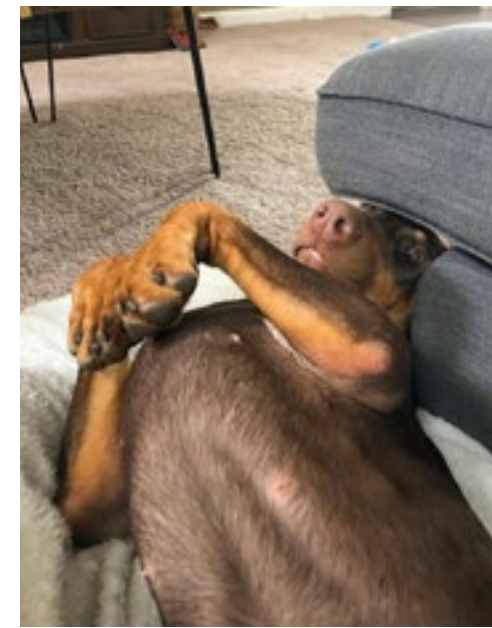
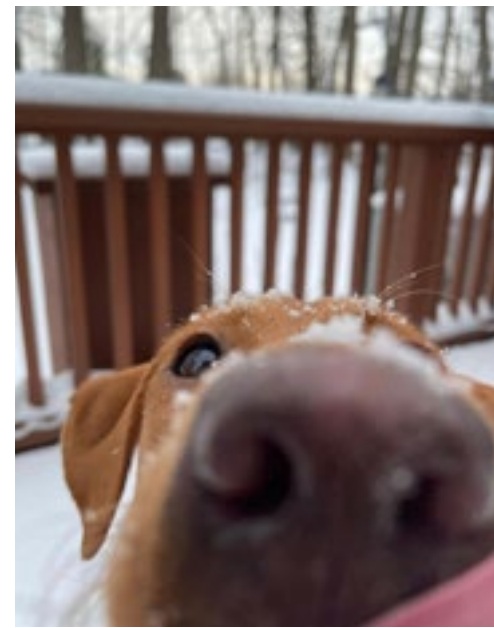
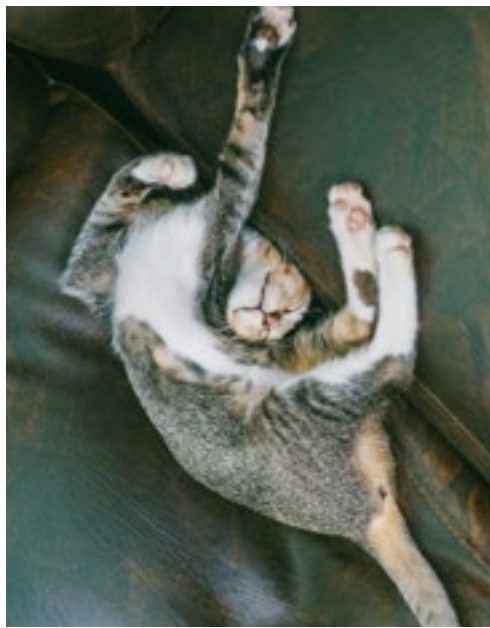
- Bird Seed
- Birdseed
- Wild Bird Seed
- Suet
- Peanuts for Birds
- Peanuts in Shell
- Best Food for Bluebirds
- Best Food for Cardinals
- Best Food for Hummingbirds
- Best Food for Goldfinches

Homesteading

- Country Living
- Camping Supplies
- Fishing Supplies
- Fire Starter
- Beer Making Kits
- Wine Making Kits
- Beekeeping
- Nucs
- Beekeeper Suits
- Maple Syrup Supplies
- Pool Toys

Clothing

- Carhartt
- Work jeans
- Outdoor wear
- Boot Scrubbers
- Gardening Gloves
- Gardening Footware
- Summer Riding Gloves
- Winter Riding Gloves
- Boots
- Muck Boots
- Boot Pulls
- Field Boot
- English Chaps
- Summer Breeches
- Western Chaps
- Winter Breeches



Country Gifts

- Country Gifts
- Lawn & Garden Gifts
- Country Accessories
- Country Home Gifts
- Country Plaques
- Country Pictures
- Country Sayings
- Country Candles
- Country Store
- Country Living Kits
- Country Christmas Gifts
- Country Flags

Lawn & Garden

- Lawn Care
- Landscaping
- Landscape Design
- Front Yard Landscaping
- Lawn Maintenance
- Garden Landscaping
- Hardscaping
- Backyard Landscaping
- Lawn Overseeding
- Yard Maintenance
- Lawn Treatment
- Organic Lawn Fertilizer
- Evergreen Landscaping

- Spring Lawn Care
- Pool Landscaping
- Lawn Repair
- Green Landscaping
- Landscape Maintenance
- Garden Landscape Design
- Organic Lawn Care
- Dethatching
- Aerating
- Low Maintenance
- Fandscapeing
- Fall Lawn Care
- Evergreen Lawn Care

Animals/Pets

- Exotic Birds
- Pet Birds
- Hamsters
- Pet Mice
- Pet Snakes
- Tanks for Snakes
- Reptile
- Tank for Reptiles
- Exo Terra Reptile Tanks
- Viv Exotic Tanks
- Bearded Dragons

Equine

- Equine Supplements
- Equine Medication
- Horse Supplements
- Horse Medication
- Fly Control Feed
- Fly Masks
- Sly Sheets
- Sly Sprays
- Horse Toys
- Horse Treats
- Salt Licks
- Equine Medical Supplies
- Horse Medical Supplies
- Horse Clippers
- Horse Brushes
- Horse Grooming Kits
- Stable Supplies
- English Tack
- Western Tack
- Horse Crops
- Horse Wormers
- Horse Blankets

Visual Identity System

We're fortunate to be in a business rich with imagery. Our product categories are fun, colorful and filled with people, pets and animals enjoying life. That's why we fill the store walls with photos and why much of communications can be done visually. To achieve a consistent look and feel, here are the hallmarks of our brand.



Bright Consistent Colors.

CountryMax Blue
 Hex Code: #066eb0
 C: 90, M: 55, Y: 5, K: 0
 Pantone: PMS 300C

Goldenrod
 Hex Code: #ffcb05
 C: 0, M: 20, Y: 100, K: 0
 Pantone: PMS 1235C

A Big, Easy-to-Read Logo.



Friendly Type Treatments.

Brand Fonts:
 Circulars, Newspaper Ads, General Advertising
Helvetica Neue (OTF) 97 Black Condensed
Helvetica Neue (OTF) 77 Bold Condensed
 Arial Narrow, *Arial Narrow Italic*
Arial Narrow Bold, *Arial Narrow Bold Italic*

Secondary Fonts:
 Events, Specialty
Antique
Scary Dream
Freestyle Script

BEBAS NEUE
Atocha
MRS. MONSTER

Plenty of Realistic Photos.



Logo Treatment

Our logo and tagline are keys to a consistent brand message in stores and in the community. Please help us maintain their design integrity and by adhering to a few simple, common-sense guidelines.



- Our CountryMax logo should have a 1x logo-width breathing space around all four sides, with or without tagline. This refers to surrounding photographs, copy or other logos.
- When the CountryMax logo is used as the header of a periodical, please adhere as close as possible to this spacing rule. However, exception can be made to accommodate masthead space limitations. In this case, logo must clearly be the main focal point and breathing space can be lessened. **Be sure logo is never crowded.**
- The only acceptable colors used on the CountryMax logo are CountryMax Blue #0066eb0, 100% black or knocked out (white).
- CountryMax logo is never tilted, stretched, skewed or translucent.
- CountryMax logo never has filters applied.
- Do not use drop shadow, outer glow, bevel, emboss, gradient feather or any filter of any kind. When needed to separate the CountryMax logo from a busy background, use a rectangle to frame the logo in CountryMax blue or white using the spacing rules listed above and illustrated at left.



CountryMax Character Style Guide

Product Title, Character Style

Helvetica Neue (OTF) 77 Bold Condensed
15pt. font size, 15pt. leading
Kerning: Optical / 0, Tracking: 0

Premium Backyard Suets

Price Point, Character Style

Helvetica Neue (OTF), 97 Black Condensed
30pt. font size, 30pt. leading, superscript.
Kerning: Optical / 0
Tracking: -20 (after a #7, +60)

26⁴⁹
each

Each, Character Style
Arial Narrow, 8pt. font size,
8pt. leading,
Kerning: optical/0
Tracking: 0,
align with baseline.

27⁴⁹
each

32⁹⁹
each

*If larger price point, bump
upward, tuck close to
superscript.*

Descriptive Copy, Character Style

Arial Narrow 8pt. font size, 9pt. leading
Kerning: Optical / 0, Tracking: 0

All-natural ingredients. One pack is
capable of treating a 10' x 14' room.
Reg. 9.99 #916087

Secondary Pricing, Character Style

With Standard Price Point
18pt. font size, 18pt. leading, superscript
Kerning: Optical / 0, Tracking: -20

2⁹⁹ each | **7⁹⁹** 4 pack | **12 pack..... 17⁹⁹**
Reg. 19.99 #917168

Secondary Price Title
Arial Narrow Bold, 8pt font size,
18pt leading, Kerning: Optical / 0
Tracking: 0

Locations for **NEW** Call Out



**Epona Tiger's Tongue
Horse Groomer**
6⁴⁹ each
Quick-dry, easily erases sweat marks.
Reg. 9.99 #17375-1

Trademark™, Character Style

On standard 15pt. product title,
Trademark symbol ™ Superscript
10pt. font size, 15pt. leading
+4pt baseline shift

Country Heritage™ Heartprints™ Horse Treats

Registered Trademark®, Character Style

On standard 15pt. product title,
Registered Trademark symbol ®
is superscript.

Bonide® Mouse Magic® Repellent

Style Guide: AP

For simplicity, clarity and consistency of dates and punctuation in our printed and digital materials, we reference the AP Style Guide. This is a standard for newspapers and many retailers throughout the U.S.

Imagery

We rely primarily on photography in our stores and in our communications.

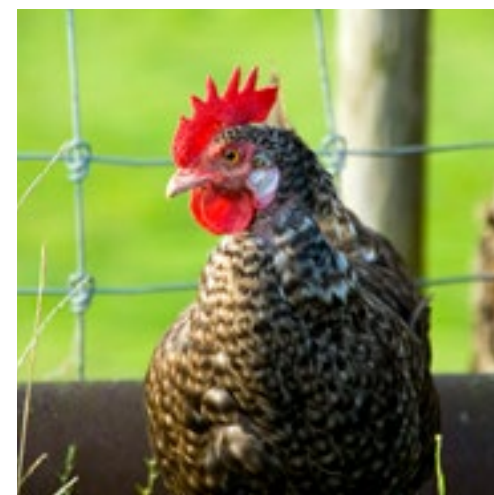
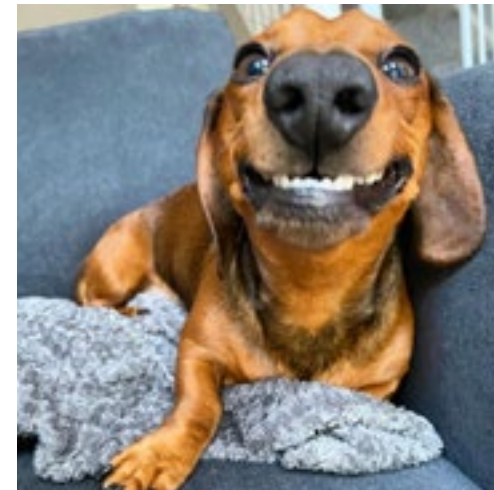
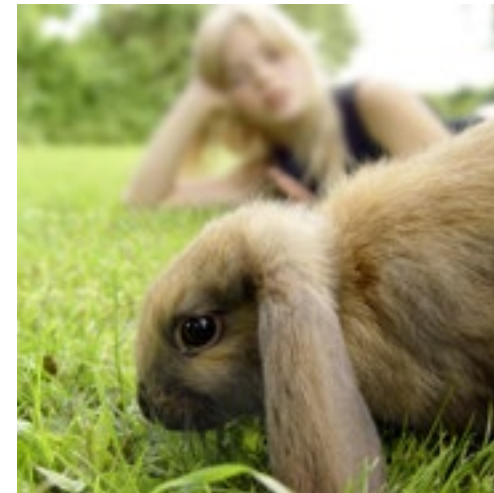
Photos should be crisp, bright and selected because they make people (and maybe even their pets) smile.

Content – lots of pets, people, flowers, gardens, landscaping and lifestyle imagery. Outdoors in the yard or relaxing in the house. Realistic settings where people live and play.

User-generated – our customers can be a great source of imagery. Through photo contests and social media we can access a tremendous variety of relevant imagery. Important note: Be sure we have written consent for any photography we use.

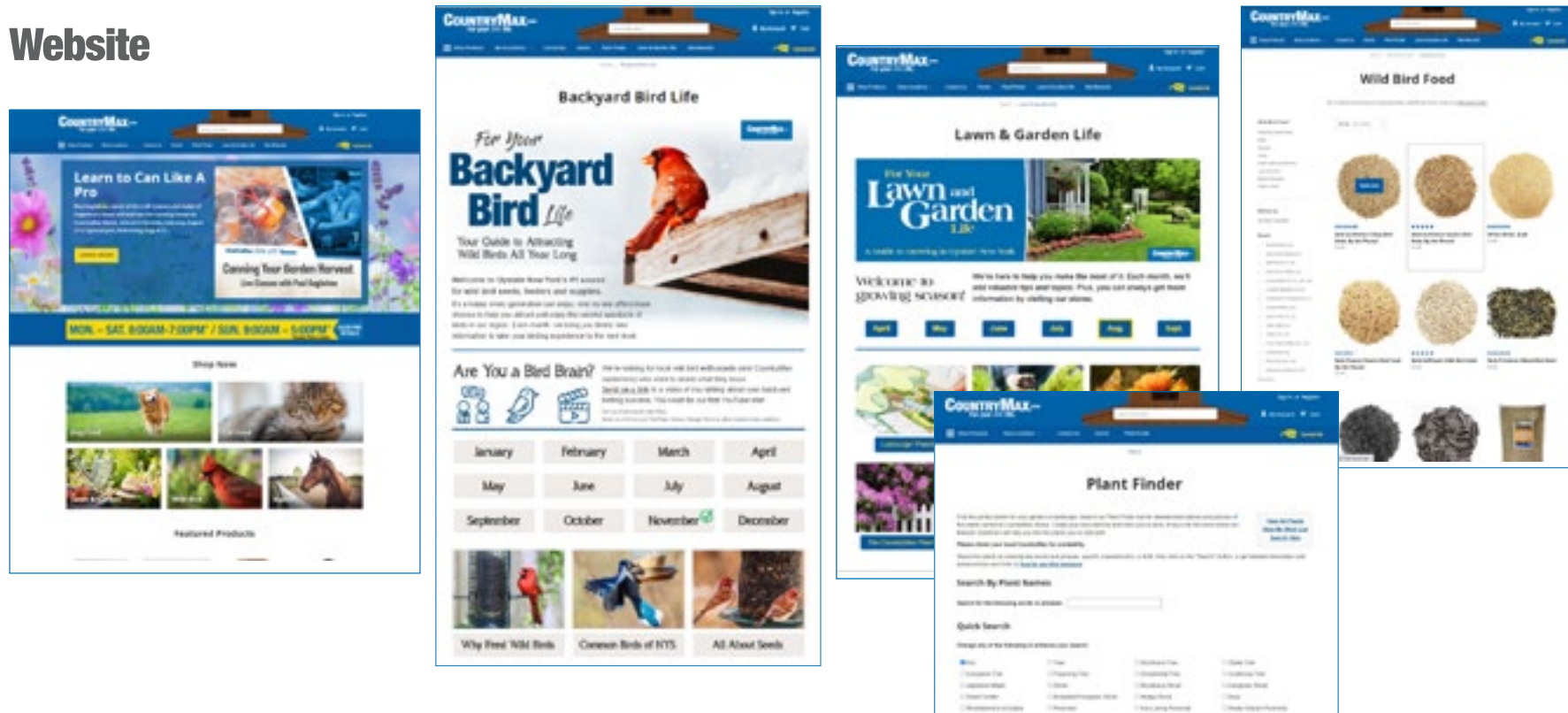
We're committed to being real, which means imagery shouldn't be overly posed or staged. Yet people love to pose with their pets, so there is room for images that are face-to-camera or selfie-style.

Illustrations/iconography – icons, infographics and illustrations can be very effective for certain forms of communications. These are also in our communications toolbox for use when needed. Be sure they leverage the colors and style of the brand.



CountryMax in Action

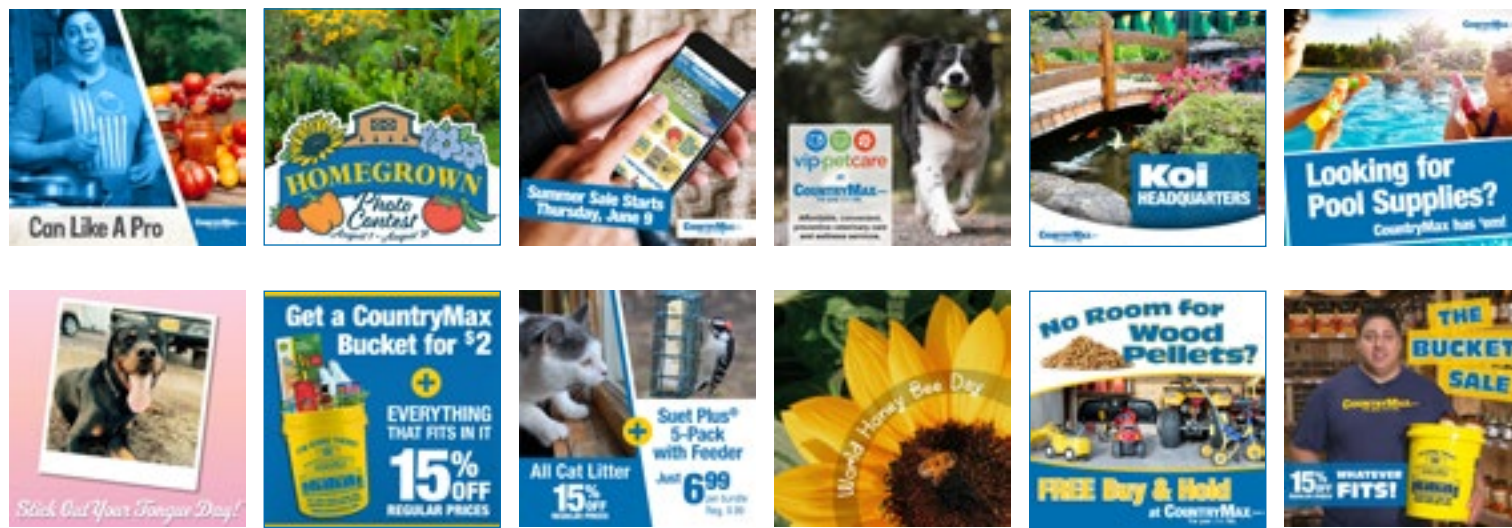
Website



Email



Social Media We're REAL friendly. Follow us on social media.



Content Catalogs



CountryMax in Action

Wayfinding, Promotions, Seminars, Classes and Events



CountryMax in Action

Circular

COUNTRYMAX For your REAL life.

September Double Deals

Pet Food + Mums
Dog & Cat Food 20% OFF
6 Mums 4/12 3/49

Blends + Cats
5 Gallon Bucket 15% OFF
All Cat Litter 15% OFF

Save even more on everything in the Bucket 15% OFF

See even more on CountryMax.com

Valid through September 28, 2012. Excludes other offers.

COUNTRYMAX For your REAL life.

Help Us Celebrate 38 Years!

Standard gas grill program tank roll 1199

DOUBLE Wild Seed Points!

20% Off Everything in the Store

50% Off All In-Stock Nursery

CountryMax Rewards

Valid through July 2 & 3, 2012. Excludes other offers.

COUNTRYMAX For your REAL life.

12 Days of Thanks November 15 - 27

Look inside for our Black Friday deals and more!

SmartBones® Protein Treats 99¢

Tidy Cats® Toilet Action! Litter 14.99

SmartBones® Protein Chews 19.99

Wet Wipes® Baby Wipes 9.99

CountryMax Rewards 20% OFF

Winter Clothing 20% OFF

Valid through November 27, 2012. Excludes other offers.

COUNTRYMAX For your REAL life.

Christmas Spirit Photo Contest

Share your photos with Santa and support one of your favorite charities!

Huge Selection of Holiday Pet Toys! 15.99

Check Out Our Expanded Selection of Dog Collars!

Back Oil Saddle 30.99

FREE Vets® Oils for you and your horse!

Bullhugger® Thermal Super Thermo Plus Gloves 8.99

Heat Holders® Men's and Boy's Socks and Socks 14.99

CountryMax Rewards 20% OFF

Valid through November 27, 2012. Excludes other offers.

Max Rewards

The CountryMax Checkout Experience

- Did you find everything today?
- What's your phone number so you can earn your rewards for this purchase?
- Non-Member: It's quick! Sign up for our Max Rewards loyalty program. It's super easy, free, and you'll earn points, get discounted prices, and even open-free products.
- Member: I'll quickly sign you up for our Max Rewards loyalty program. It's super easy, free, and you'll earn points, get discounted prices, and even open-free products.

Request info: Name, Phone & Email - Mailing address is bonus

Perfect: now you're never misa coming your rewards. Always remember to say your phone number at checkout so we give the right person the rewards.

Call carry-out help before transaction is over so that they are ready to help right away.

I'll help with a carry-out to your car.

I'll be sure you're not getting some fresh air. - Let us at least get the door for you.

Thank you for shopping at CountryMax!

WELCOME TO MAX REWARDS

CountryMax For your REAL life.

Welcome to Max Rewards, where we help you save in store on the brands and products you use most at home.

Who Qualifies?
If you're in our Wild Bird Seed Club, you're already a Max Rewards member. Sign up for the Dog Food Frequent Buyer's Club? Yes, you're a Max Rewards member, too. Lawn & Garden customers, Barn & Stable fans, clothing shoppers, we have Max Rewards savings coming your way.

Real Deals
Do the math and you'll see that every trip to CountryMax pays off. Plus, there's no card or member number to remember. Just mention your name or phone number at the register and get the savings you've earned.

Benefits of Joining

What do you get with Max Rewards?

REAL Savings In-Store

- Free bags of pet food and supplies regularly.
- Everyday discounts on select products (including livestock feeds)
- Points on select purchases, including wild bird seed.
- Max Rewards member-only sales almost every month!
- Use your account in any CountryMax location!

Scan Code For detailed breakdown of offers and included brands

Questions?

If you need signage, posters, flyers, mailers, ads or other communications materials for your store, or have questions about creating elements on your own, reach out to someone on the Marketing Team. We're happy to answer questions and provide guidance to help grow sales and grow the CountryMax brand.



Brad Payne, Director of Sales
bpayne@countrymax.com

Mandi Lenhard, Marketing Director
mlenhard@countrymax.com

Brian Rapp, Creative Director
brapp@countrymax.com

Steve Current, Senior Graphic Designer
scurrent@countrymax.com

Megan Pohl, Graphic Designer
mpohl@countrymax.com

Hannah Ernhardt, Graphic Designer
hernhardt@countrymax.com