

Sainsbury's

Brand Guidelines for Sainsbury's Live

Not all Sainsbury's Live artwork needs to carry Sainsbury's branding. Should you choose to display Sainsbury's branding on your artwork, the following document outlines the 3 key considerations – the Sainsbury's logo, the Sainsbury's roundel and Terms and Conditions.

Using the Sainsbury's Logo

If including Sainsbury's branding, there are 3 choices of logo you can use:

1. Sainsbury's standard logo

Can be used by all advertisers excluding e-cigarette brands.

Sainsbury's

2. Sainsbury's Live Well for Less logo

Can be used by all advertisers excluding the Beers, Wines and Spirits category and e-cigarette brands.

Sainsbury's

live well for less

3. Exclusively at Sainsbury's logo

Can only be used by brands exclusively stocked at Sainsbury's.
Can be used by all advertiser categories excluding e-cigarette brands.

Exclusively at Sainsbury's

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Logo specifications and location

- Sainsbury's logo must be positioned in the bottom right.
- Minimum width for the logo is 260 pixels.
- Minimum amount of clear space around the logo is equal to the capital S of the logo.
- All use of the Sainsbury's logo is subject to approval.



Terms and Conditions

To adhere with Sainsbury's legal requirements, all artwork featuring Sainsbury's branding must feature the following small print wording:

"Subject to availability. Selected stores only. Excludes Centrals and Locals."

Terms and conditions must be:

- [Mary Ann Regular font](#)
- 18pt size
- Black or white in colour (whichever provides the highest contrast)
- Left aligned (or centred as a second option subject to approval by Sainsbury's)

If supporting a price promotion the artwork must also include:

"Offer ends DD/MM/YY."

If there is no "was" price, use "Price valid until DD/MM/YY." The price promotion copy must be displayed on one line.

All nutritional/legal claims need to be substantiated and are subject to Sainsbury's approval.

Beers, Wines and Spirits

- BWS category cannot use the Sainsbury's Live Well for Less logo.
- Must include the "drinkaware.co.uk" logo.
- Beers, Wines and Spirits artwork featuring lifestyle imagery is subject to approval, and should follow the below guidelines:
 - BWS products should be paired with food.
 - People consuming alcohol should be seen to do so in social situations and not alone.
 - Images of alcohol should be shown in appropriate portion sizes and correct serving suggestions.

E-Cigarettes

- The e-cigarette category cannot feature any Sainsbury's branding at all.
- Only static artwork will be accepted.
- Creative can only run for 10 seconds within the standard 1 minute loop.
- All artwork is subject to Sainsbury's pre-approval.

Using the Sainsbury's roundel

There are two types of Sainsbury's roundel:

1. Promotional roundel:

Used to highlight price promotions or offers.

Roundel red
RGB: 219 / 62 / 52



- Font is [Mary Ann Extra Bold](#) and always in white.
- Promotional roundels have to be red.
- Promotional roundels must be positioned on the top right-hand side of the pack shot, slightly overlapping the product.
- If a promotion is included, the artwork must include terms and conditions as outlined in the terms and conditions section.
- Subject to approval by Sainsbury's.

2. 'New' and 'New and improved' roundels:

Used to highlight a new product range.

Roundel blue
RGB: 0 / 169 / 207



- Font is [Mary Ann Extra Bold](#) and always in white.
- 'New' and 'New and improved' roundels have to be blue.
- 'New' and 'New and improved' roundels can be positioned anywhere on the artwork as long as they respect Sainsbury's assets and spacing.
- Subject to approval by Sainsbury's.

Multi-save offers

More than one roundel may be used only when communicating a multi-save offer.

If the artwork features more than one product with differing promotions, more than one roundel should be used to reflect the different prices.

Each Promotional roundel should follow the above guidelines, overlapping the relevant product as necessary.

Promotional and 'New' or 'New and improved' roundels can be used on the same piece Sainsbury's Live artwork.

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Example creatives to specification



Tagline Logo: Correct position (bottom right)

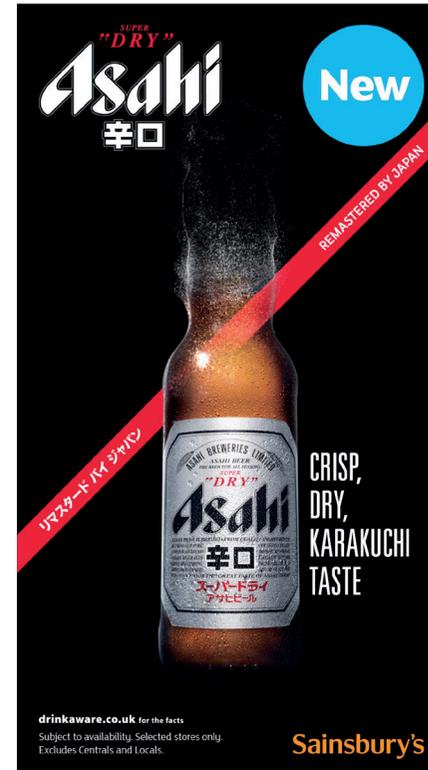
Roundel: Correct position (touching top right of pack shot), font and colour

T&C's: Correct position (bottom left), font and size, including offer end date



Tagline Logo: Correct position (bottom right)

T&C's: Correct position (bottom left), font and size



Logo: Correct position (bottom right)

Roundel: Correct position, font and colour

T&C's: Correct position (bottom left), font and size, incorporating Drinkaware logo.



No branding

T&C's: Correct position (bottom left), font and size, incorporating Drinkaware logo.