
good for you
Schnucks



As a neighborhood grocery store, we're looking to build happier, healthier communities and help our shoppers take a step forward on their health journey – wherever they may be. That's why we created **Good For You.**

Good For You is a FREE wellness program at Schnucks designed to help our shoppers make healthier choices. With the help of the nutrition experts at Spoon Guru™, we've evaluated all food items sold at Schnucks stores and compiled a list of over **5000+ products** that will help them eat healthier. We don't stop there! Learn all about the program here and feel free to use these talking points in your communications.

Include with program info

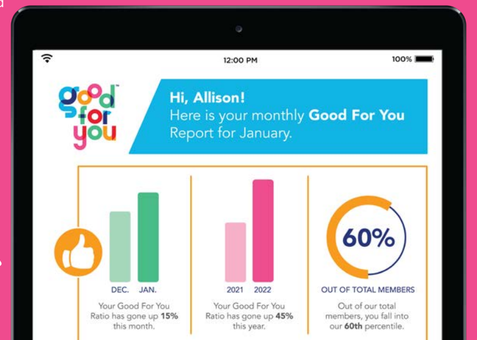
DISCLAIMER
This information is not intended as a substitute for medical advice; nor is it designed to diagnose or treat a medical condition. Always consult with your physician or medical professional for your individual health needs and questions.

There are many perks of being a **Good For You** member:

- Enjoy exclusive deals to keep you motivated, such as earning 2X Points on Good For You products. Good for your health and your wallet—that's a win-win!
- Learn useful tips to help improve your overall health and wellness.
- Get access to new, delicious recipes every month featuring Good For You items to help you and your family eat healthier and feel good.
- Utilize our fitness library full of resources to help you stay physically active.
- Receive data to keep track of your Good For You progress! Upgraded receipts for members give instantaneous feedback each time you shop with Good For You totals at the bottom of a paper receipt. Your digital receipt will show which individual items purchased are Good For You. Watch your percentages go up as you make more and more healthy choices!
- Our monthly email will give you a more complete picture of your shopping improvements, along with recipe ideas and (coming soon!) product swap suggestions based on your buying history.







GOOD FOR YOU



Look for the Good For You icon – both in store and in the app – and add those items to your cart!

Enter your Rewards phone number at checkout.

Check your receipt!
On your print receipt, you'll find the total percentage of Good For You items you purchased. View your **digital receipt** to find out which individual products were Good For You as shown here!



Here's a quick look at what's **Good For You**:

- All fresh fruits and veggies, a good rule of thumb: if it grows, it's Good For You!
- 100% whole grains, eggs and lean meats.
- Free from artificial flavors, sweeteners and colors.
- <5g Contain less than 5g saturated fats.
- <8g Contain less than 8g added sugar.
- <600mg Contain less than 600mlg sodium.

this video is Good For You too!
FPO





guidelines



	Sounds like...	Does not sound like...
helpful	Check in when you check out and see your progress right on your receipt.	Be sure to review your monthly email to see how you can improve.
inspiring	The new way to a healthier you!	Lose weight by shopping and eating from our Good For You list.
approachable	We meet you where you're at.	Lose weight when you shop and eat from our list.
actionable	Just look for the thumb!	Good For You is the only program you need.
educational	Look for the thumb to find healthier options throughout the store.	Learn all the ways you can be healthier.

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Introduction copy

Good For You is a FREE wellness program designed to help you make healthier choices. As your neighborhood grocery store, we're looking to build a happier, healthier community and help you take a step forward on your health journey – wherever you may be. That's why we created Good For You a program full of recipe ideas and overall health and wellness tips that meet your lifestyle or dietary needs.

Slogan/CTA's

A new way to a healthier you *(overall program)*
Healthy made easy *(overall program)*

Introduction copy

With the help of the nutrition experts at SpoonGuru, we've evaluated all food items sold at Schnucks stores and compiled a list of over 5000+ products that are Good For You! Just look for the thumb – both in store and in the app – and add those items to your cart!

Slogan/CTA's

Good rule of thumb *(tips/benefits)*
All fresh produce gets a thumbs up *(produce)*
Just look for the thumb *(shopping)*
Check in when you check out *(tracking)*

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POWERED BY Spoon

NEW SPOON GURU FROM JOY

Our Good For You thumb helps shoppers find products and ingredients our dietitians and nutrition experts recommend. The thumb appears in store, in the app and in the weekly ad. When space allows, especially on marketing and promotional items, credit to our SpoonGuru partners should be given by using the "powered by" logo at left.

Generally, either the Good For You "rainbow" logo OR the orange thumb is used, not both.



The thumb may be used on digital receipts, ingredient lists or at marketing's discretion.

Program logo and its use

Our Good For You logo is always shown in full color on white. Be sure to have the Trademark and Schnucks graphics appended at all times.









Remove the Schnucks logo for sizes smaller than 1.5" across. Never run the Good For You logo smaller than 3/4" wide.

Our Good For You logo is shown in full color only. When a white space can not be created in layout, a white circle may be used with approximately 1 "o" worth of space between the top and bottom of the logo and the edge of the circle.

Padding between circle and other design elements is one "SCH" worth.



Schnucks Red
CMYK 2.100.91.0
RGB 232.29.46
Hex e81d2e

Schnucks Blue
CMYK 100.95.20.7
RGB 42.52.122
Hex 2a3479

Blue
CMYK 71.8.3.0
RGB 4.178.226
Hex 04b2e1

These colors weave together in our logo as the perfect visual illustration of how the four pillars of the Good For You program work together to engage shoppers in an overall healthier lifestyle.

Green
CMYK 67.0.63.0
RGB 78.188.136
Hex 4ebc87

Pink
CMYK 0.85.10.0
RGB 239.77.143
Hex ee4c8e



Orange
CMYK 0.46.99.0
RGB 249.155.30
Hex f89a1e

Our thumb icon is used on shelf tags, in the weekly ad and in the app to help shoppers choose Good For You products. **Orange** should be use primarily for those messages.

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Our logo is based on Gilbert color. Its overlapping blocks of bright colors can be used in large, simple headlines to help reinforce the vibrancy of our logo.

gilbert color
abcdefghijklmnopqrstyvwxyz12345!?*&

gilbert bold
abcdefghijklmnopqrstyvwxyz12345!?*&

Avenir Next LT Pro
abcdefghijklmnopqrstyvwxyz12345!?*&

Gilbert color can be used for large section headers on items like flyers and landing pages. Gilbert color is always used in all lower case. See pg.19 for a graphic header treatment.

header

For long form headlines, use Avenir Next LT Pro Bold in sentence case. Long form headlines should be sentence case and may be any Good For You color, black or white. Avenir Next LT Regular may be used in marketing pieces where the headline is the only copy.

Headline or deck.

Body copy is Avenir Next LT Pro at 1/2 the point size of your headline. Feel free to *italicize* or **bold and color** words for grammar and emphasis. Leading should be spacious, at least 150% the point size. For example, this paragraph is 16pt type with 24pt leading.

Our Good For You item list was meticulously crafted by the experts at Spoon Guru to meet very specific attributes. Some of the results may surprise you! For other products, some varieties may be included and others not. This is why it's very important to consult the list via Item Maintenance OR Allison Primo before labeling any item Good For You!

- All fresh fruits and veggies, a good rule of thumb: if it grows, it's Good For You!
- 100% whole grains, eggs and lean meats.
- Free from artificial flavors, sweeteners and colors.
- <5g — Contain less than 5g saturated fats.
- <8g — Contain less than 8g added sugar.
- <600mlg — Contain less than 600mlg sodium.

Examples of items on the Good For You list...	Examples of items NOT on the list
	
	
	

Good For You recipes focus on:

fruits
vegetables
lean proteins
low fat dairy
whole grains

As a general rule the main ingredient should be on the Good For You list along with another 20-30% of ingredients on the list.

We focus on recipes that are easy upgrades from traditional, comfort and homestyle recipes to help everyone find something they'll crave! When in doubt, as yourself, "would my family eat this?" or message Allison Primo for assistance.

Keep your recipes as simple and approachable as possible. Try to cook with 15 ingredients or less, keep preparation easy and avoid specialty gadgets or cookware.







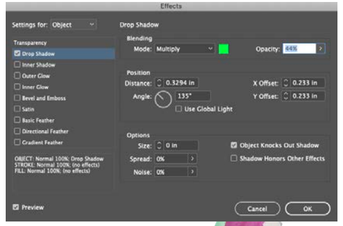
Backgrounds
Sets are made from one or two Good For You colors. Use solid papers only, no patterns or textures such as wood or marbles. Props such as glasses and linens should be clear, white or in the Good For You palette.

Lighting
Use strong directional lighting from either top corners. Be sure light is bright without being too cool or warm. Be mindful that reflections don't get hot.

Shadows
Photography shadows should be deep and crisp. Ideally they always fall onto a color to keep them from going black. When on white, use colorwork to tint shadows.

Guidelines on these pages apply to lifestyle or promotional beauties only, not for product shots in ecommerce or weekly ad.

Drop shadows
COB items should have sharp drop shadows in the same color as the background they overlay. These should match the direction of any natural shadows in the piece. To achieve this look in InDesign on COB'd items use the Drop Shadow interface to set the shadow to the appropriate color, on "multiply" with the distance and opacity needed for the best look, lastly set the size set to 0%.









Opt in

Receipt #s

No additives

Lean Protein

Good info

Tracking

Fats

Produce

Recipes

Exercise

Sugar

Line art icons should always appear in a circle and either be a color on white OR white on a color... but never two colors.



Keep diversity in mind when selecting human elements.

The elements on these pages can be used along with our strong diagonal backgrounds to help divide space and direct the eye. They also contribute to the overall fun, playful feel of **Good For You**.





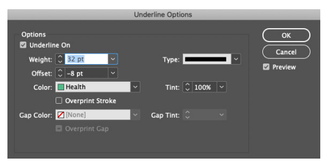
header

Long drop shadows can also be used on section headers that are 3 words or less in white to help them standout from the rest of the design. Create this look by drawing a shape that cascades down from the top corner of each ascender corresponding to the angle of your shadow. Ex: right corner for a shadow going right, just like this one! When your drop shadow goes over an image, add a multiply transparency for added punch!

Add emphasis to headlines 10 words or less.

These headlines should have a space at the beginning and end of each row. A good rule of thumb is to set your UNDERLINE OPTIONS for a stroke at 90% your font point size with a negative offset of 1/4 the stroke width. In our example above we have 26pt type, with a 32pt stroke and -8pt offset.

Arrows get your attention



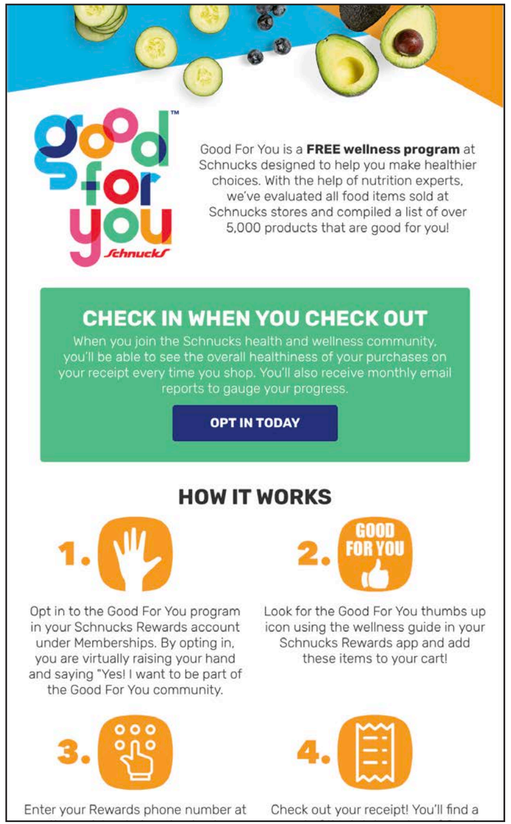
Use circles to divide space and draw attention to important information.

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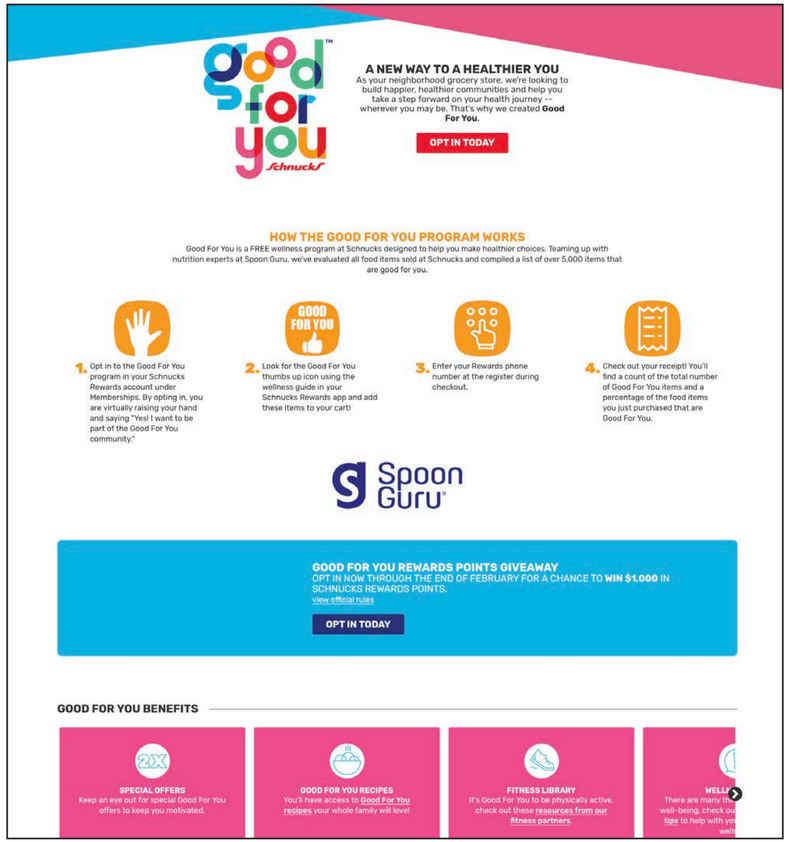


examples

Email



Landing page



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CEILING HANGERS





IRON-MAN



©2022 | Schnucks

BIN BACKERS



CART BACKERS



BIN MOCKUP



BLADES





STANDEE









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thanks!