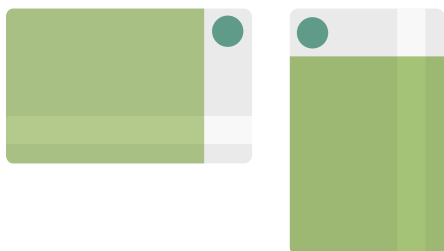




# Starbucks Card

## Creative Guidelines



# Starbucks Card Corporate Sales Brand Guidelines

The Starbucks Card Corporate Sales team appreciates your interest in making the Starbucks Card part of your campaign. We've put together this guide to assist you in developing creative pieces using the Starbucks design assets.

We ask that you follow the Starbucks Card Corporate Sales Brand Guidelines when incorporating the Starbucks design assets into your promotional materials. Failure to do so may result in the denial of future orders.

## Program Approval Criteria

- Use of the Starbucks name and image to prospect for new customers is not permitted. Inappropriate uses include offering the Starbucks Card as an incentive to individuals for whom this would be your first interaction.
- The Starbucks Card may not be used in mass-media advertising including, for example, television spots, radio, magazine or web-based ads, or email or text-message blasts/social media campaigns to prospective customers.
- If resold, the Starbucks Card must be sold at face value, and each program shall receive Starbucks approval prior to Starbucks participation. You may not offer Starbucks Cards or other promotions through online auction or daily deal websites. Starbucks may work with certain entities for online promotions, but such other deals do not in any way suggest that you are authorized to make such offers.

## Identity and Usage Guidelines

When you are marketing to current customers, and your program meets the above criteria:

- You are welcome to use the Starbucks Card wordmark and card image, or the Starbucks wordmark (see examples below). These images are available at [www.starbuckscardb2b.com](http://www.starbuckscardb2b.com).



Starbucks Card image

**STARBUCKS CARD**

Starbucks Card wordmark

**STARBUCKS®**

Starbucks wordmark

- You are not permitted to use Starbucks "Siren" logo or any other Starbucks proprietary materials.

# Starbucks Card Corporate Sales Brand Guidelines

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- The Starbucks name or Card image cannot be used on the outside of a direct mail piece (e.g., postcard, envelope).
- The Starbucks Card should always be referred to as a “Starbucks Card,” not a gift card, gift certificate or coffee card.
- When using the Starbucks Card as an incentive or reward, position the Card as a complimentary gift or treat for your customer rather than a “free offer.”
- Your creative pieces should clearly illustrate that the offer is from your company, not Starbucks, e.g., “As a customer of XYZ company, we’d like to offer you ...”
- Your creative piece should not appear as a co-branded promotion. Any reference to Starbucks should be secondary to your company, and the Starbucks Card or any other identifiable Starbucks design should be less prominent than your company’s identifiers.
- The words used in your creative piece should not refer to any possible stimulating effect of coffee, such as “caffeine,” “jolt,” “perk” or “buzz.”
- Do not use a registration mark when talking about the Starbucks Card or Starbucks Coffee Company. A registration mark is required when talking about Starbucks® products or services.
- The Starbucks Card image should not be altered, covered or distorted when presented in creative materials.
- Starbucks Card terms and conditions are clearly stated on the back of the Starbucks Card itself and do not need to be included in your creative piece.
- This notice must be used on all creative pieces using the Starbucks Card name, design, brand or image:

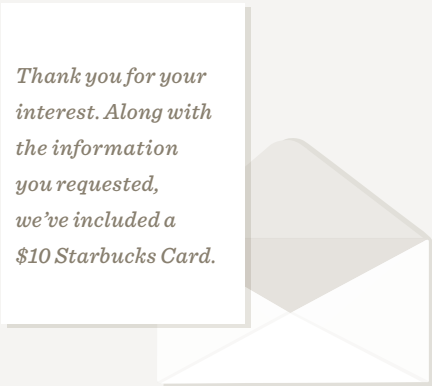
The Starbucks wordmark and the Starbucks logo are registered trademarks of Starbucks Corporation. Starbucks is also the owner of the copyrights in the Starbucks logo and the Starbucks Card designs. All rights reserved. Starbucks is not a participating partner or sponsor in this offer.

# Starbucks Card Creative Guidelines

Messaging, wordmark and image usage.

## Communicating with Your Audience

### Do's



*Thank you for your interest. Along with the information you requested, we've included a \$10 Starbucks Card.*

- Use the Starbucks Card to communicate with existing customers or those who have opted-in to learn more about your company.
- Direct mail, email and websites are ideal ways to communicate with customers.

### Don'ts



*Become a new customer today and receive a \$10 Starbucks Card.*

- Using the Starbucks Card to prospect for new customers is not permitted.
- The Starbucks Card may not be used in mass-media advertising including, for example, television spots, radio, magazine or web-based ads, or email or text-message blasts/social media campaigns to prospective customers.

# Starbucks Card Creative Guidelines

Messaging, wordmark and image usage.

## Copywriting

### Do's



*On behalf of Company X,  
please enjoy this  
complimentary  
\$10 Starbucks Card.*

- Clearly communicate that the offer is from your company, not Starbucks.
- Position the Card as a gift for your customer, instead of as a free offer.
- Always specify the denomination of the Starbucks Card.

Example: *"Enjoy this \$10 Starbucks Card."*

### Don'ts



*This Jolt's On Us! On behalf  
of Starbucks and Company X,  
enjoy this free Starbucks  
gift card.*

- Copy should not refer to the stimulating effect of coffee. Also copy should avoid coffee puns and colloquial expressions for coffee such as "java" or "joe."
- Piece should not appear to be a joint or co-branded promotion with Starbucks. Any reference to Starbucks should be secondary to your company.
- Use the word "complimentary" instead of "free."
- The Starbucks Card should not be referred to as a gift card, gift certificate or coffee card.

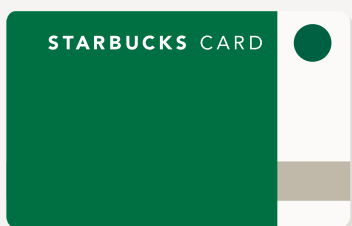
# Starbucks Card Creative Guidelines

Messaging, wordmark and image usage.

## Wordmarks and Image Usage

### Do's

**STARBUCKS®**  
STARBUCKS CARD



- You may use the Starbucks wordmark, the Starbucks Card wordmark or Starbucks Card image in materials that do not involve the solicitation of new customers.
- Your company's logo should be more prominent than the Starbucks Card image.

### Don'ts



- The use of the Starbucks logo or any other proprietary Starbucks images is not permitted.
- The Starbucks Card wordmark or image may not be manipulated, distorted, overlapped or covered in any way.
- Starbucks reserves the right to refuse usage of the Starbucks Card name, wordmark and image in any promotion.