

DOLLAR GENERAL®

Dollar General

Transcreation Concept: Holistic Store Signage

November 2011 | v01



Retail that moves you

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Introduction

Pratt would like to thank Dollar General for the opportunity to provide our conceptual design solutions regarding the graphic communication program in markets that serve Hispanics. We present this information with the goal of appealing to Hispanic shoppers while still maintaining the brand integrity of the current in-store program.

In moving forward and evaluating the opportunity, we took a deeper dive. We visited, assessed and photographed Dollar General stores in both the Indianapolis and Charlotte markets. Ultimately, we feel that we have brought some well thought out design concepts that will complement the current in-store experience.



Hispanic Market

In 2010, the U.S. census reported that 50.5 million Americans are of Hispanic origin —representing 16% of the current U.S. population*. Hispanics are the nation's largest minority group, one that is growing at three times the rate of the general population. By 2013 their purchasing power is projected to reach \$1.4 trillion dollars and given that Hispanics in the U.S. are much younger than the general population—that purchasing power will thrive for decades to come**.

Pratt has used our former experience and has invested in current research on the Hispanic consumer to provide design concepts that will relate to the audience and inspire them within the Dollar General store. For the Hispanic market, shopping is really about the holistic experience, both inside and outside of the store. Hispanics are motivated by low prices, but most importantly by value and a message that emotionally connects to their lifestyle and culture. The in-store experience (from a graphic communication program standpoint) that Dollar General offers is very important, because the Hispanic shopper is more aware (by a 48% to 36% margin***) of special display items, announcements, product samples, etc. than the general shopper population.

Dollar stores over-index (compared to the general shopper) among Hispanics due to the great value, shopping surprises and the ability to fulfill multiple errands at one stop. With the right combination of a unique product offering, friendly and culturally savvy staff and an efficient store layout with a supporting communication system, Dollar General can easily be the go to shopping facility for the Hispanic community. We at Pratt are thankful to have had this opportunity to provide design concepts that you can leverage in the existing program while catering to the Hispanic market.

*Source: U.S. Census Bureau

**Source: Mintel Group Ltd., 'Targeting Today's Hispanic Shopper'

***Source: Unilever, 'Winning the Hispanic Shopping Trip'

Summary of the Solution

This document represents Pratt's creative solutions for Dollar General's Hispanic overlay of their existing graphics communication system. We present these solutions in an effort to maintain the visual and verbal assets of the existing in store communications program in both:

- Dollar General traditional stores
- Dollar General Market stores

This program is designed to communicate Dollar General's unique identity and brand messaging in Hispanic communities. Our creative solutions provide a standard approach toward integrating bilingual messaging across all touchpoints within the retail space.

Goals & Considerations:

- Develop a standardized approach toward integrating bilingual messaging that provides the shopper an experience that is both informative and enjoyable

- Research tells us that 84% of all Hispanics prefer bilingual store signage*
- The most common translation that resonates with individuals of Hispanic origin is termed as "Modern Spanish". Modern Spanish will be the recommended translation when a finalized concept is defined
- We will maintain the standard English over Spanish methodology in our approach:
 - English copy will reduce to accommodate the bilingual message
 - Spanish will be a standard percentage of the English font size based on individual sign types
- At each graphic touchpoint the English copy will be kept together and Spanish copy will be grouped together. This delivers consistency and clarity in the messaging across various sign types throughout the retail environment

- We will provide a defined set of guidelines that will allow flexibility across all sign types based on various touchpoints at each level of communication

The concepts presented in this presentation seamlessly integrate the bilingual message while maintaining the overall design intent and integrity of the existing identity graphic program. Our solutions provide flexibility, sustainability and an overall cohesive approach toward bilingual communications.

*Source: *"The Hispanic Supermarket Consumer"*



**Navigation Signage:
Flat Artwork**

- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
- Spanish text 1 or 2 weights less than English to maximize visual separation of languages
- Left justified text is preferred
- All Spanish is 50% or 75% of English. Ratio will be determined by readability and amount of space allotted for text
 - All Spanish is not to be less than 12 pt on any in-store signage; collateral/literary materials are the exception
- Font color will remain consistent from English to Spanish

NOTE: All Spanish translation is for position only






soft drinks
refrescos

5.75" ENG Gotham Black
5.75" ENG Gotham Book
Space equal to SPA cap height
2.875" SPA Gotham Book



Small Appliances
Pequeñas Aplicaciones

1" ENG Gotham Black
.5" SPA Gotham Book



Health & Beauty
Salud y Belleza

Soap Jabón Cosmetics Cosméticos

← Soap & Shower Jabón y Ducha Skin Care Cuidado de Piel →

DOLLAR GENERAL
Save time.
Save money.
Every day!
Salve el tiempo. Ahorre el dinero. ¡Cada día!

\$ 1 1 0 0

1.64" ENG Gotham Black/Book
.82" SPA Gotham Bold/Book
.75" ENG Gotham Black
.375" SPA Gotham Book

90% of original size



88.5% of original size



90% of original size



75% of original size



Announcement Signage: Flat Artwork

- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
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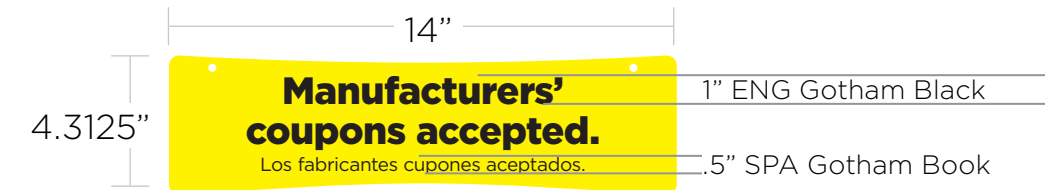


**Today's general store:
top brands at low prices!**

Tienda que vende de todo de hoy:
incabeze marcas en precios bajos!

2.82" ENG Gotham Black

.141" SPA Gotham Book



**Manufacturers'
coupons accepted.**

Los fabricantes cupones aceptados.

14"

1" ENG Gotham Black

.5" SPA Gotham Book

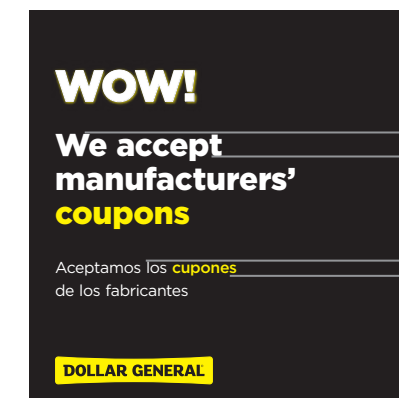
4.3125"



**merry
christmas**
feliz navidad

2.5" ENG Gotham Black

Space equal to SPA cap height
1.25" SPA Gotham Book



WOW!

**We accept
manufacturers'
coupons**

Aceptamos los **cupones**
de los fabricantes

DOLLAR GENERAL

1.65" ENG Gotham Black

.825" ENG Gotham Book

DOLLAR GENERAL

Simply Spanish: ENGAGE Pricing and Product Selection: Summary



starting at \$2
all titles priced as marked (titles priced on back)

new releases | nuevas liberaciones

comienzo en \$2
todos los títulos priced como marcado (títulos priced en espalda)

Navigation Signage: Flat Artwork

- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
- A vertical bar may be used to show separation between languages
- Spanish text 1 or 2 weights less than English to maximize visual separation of languages
- Left justified text is preferred
- All Spanish is 50% or 75% of English. Ratio will be determined by readability and amount of space allotted for text
 - All Spanish is not to be less than 12 pt on any in-store signage; collateral/literary materials are the exception
- Font color will remain consistent from English to Spanish

NOTE: All Spanish translation is for position only

Price Break
Ruptura de Precios

Women's Cotton Blouse
Sizes: Small - XLarge
Blusa de Algodón Femenina
Tamaños: Pequeño - Extra Grande

\$5⁵⁰

Regular Price: \$6
Precio Regular:

**save time.
save money.
save
here!**

salve el tiempo.
ahorre el dinero.
¡cada día!

Simply Spanish: ENGAGE

Pricing and Product Selection: Space Allocation



Price Break
Ruptura de Precios

Women's Cotton Blouse
Sizes: Small - XLarge
Blusa de Algodón Femenina
Tamaños: Pequeño - Extra Grande

\$5⁵⁰

Regular Price: \$6
Precio Regular:

.5" ENG Gotham Black
.25" SPA Gotham Book
.32" ENG Gotham Bold
.5" SPA Gotham Ultra
.16" SPA Gotham Book

save time.
save money.
save here!

salve el tiempo.
ahorre el dinero.
¡cada día!

.25" ENG Gotham Bold
.5" ENG Gotham Black
.125" SPA Gotham Book
.25" SPA Gotham Bold

starting at **\$2**
all titles priced as marked (titles priced on back)

new releases | nuevas liberaciones

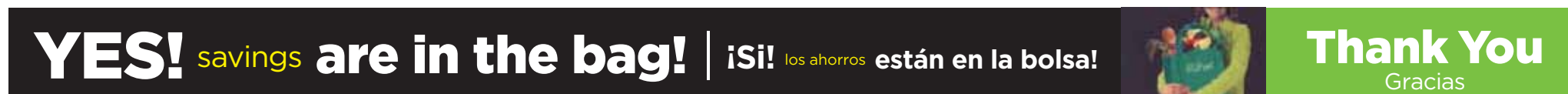
comienzo en **\$2**
todos los títulos priced como marcado (títulos priced en espalda)

.25" ENG Gotham Book
.92" ENG Gotham Black
1.3" ENG Gotham Ultra
1.3" ENG Gotham Black
1" ENG Gotham Book
.19" ENG Gotham Book
.69" ENG Gotham Bold
.98" ENG Gotham Black

Separator line divides English from Spanish
There should be equal spacing from text on each side of the bar

DOLLAR GENERAL

Simply Spanish: NAVIGATE - Dollar General Market Wayfinding: Flat Artwork



20



crackers
galletas saladas

snacks
refrigerios

fresh
dairy
lechería **fresca**

- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
- A vertical bar may be used to show separation between languages
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- Left justified text is preferred
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- Font color will remain consistent from English to Spanish

NOTE: All Spanish translation is for position only

DOLLAR GENERAL

Simply Spanish: ANNOUNCE - Dollar General Market
Wayfinding: Flat Artwork



- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
- Spanish text 1 or 2 weights less than English to maximize visual separation of languages
- Left justified text is preferred
- All Spanish is 50% or 75% of English. Ratio will be determined by readability and amount of space allotted for text
 - All Spanish is not to be less than 12 pt on any in-store signage; collateral/literary materials are the exception
- Font color will remain consistent from English to Spanish

NOTE: All Spanish translation is for position only

WOW! prices | ¡precios **INCREDIBLES!**



\$55⁰⁰



\$5⁰⁰

great values
incredibles ofertas

- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
- A vertical bar may be used to show separation between languages
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 - All Spanish is not to be less than 12 pt on any in-store signage; collateral/literary materials are the exception
- Font color will remain consistent from English to Spanish

NOTE: All Spanish translation is for position only

We want you to know:

- We accept manufacturers' coupons.
- We strive to maintain a drug free environment.
- Shirt and shoes required inside.
- No pets allowed inside except for service animals.
- Thank you for not smoking. 

**For your safety, this store is subject to surveillance.
Shoplifters and violators will be prosecuted!**

We're here for you.

If you need assistance, please ask a Dollar General associate.

We are committed to compliance with the Americans with Disabilities Act.

 Our employees are glad to help.

Queremos que usted sepa:

- Aceptamos los cupones del fabricante.
- Nos esforzamos por mantener una medicina ambiente libre.
- Camisa y zapatos requeridos dentro.
- Ningunos animales domésticos permitidos dentro excepto animales de servicio.
- Gracias por no fumar. 

Para su seguridad, esta tienda es sujeta a la vigilancia.
¡Los mecheros y los infractores serán procesados!

Estamos aquí para usted.

Si usted necesita la ayuda, por favor pregunte a un socio Dollar General.

Somos cometidos a la conformidad con los americanos con el Acto de Discapacidades.

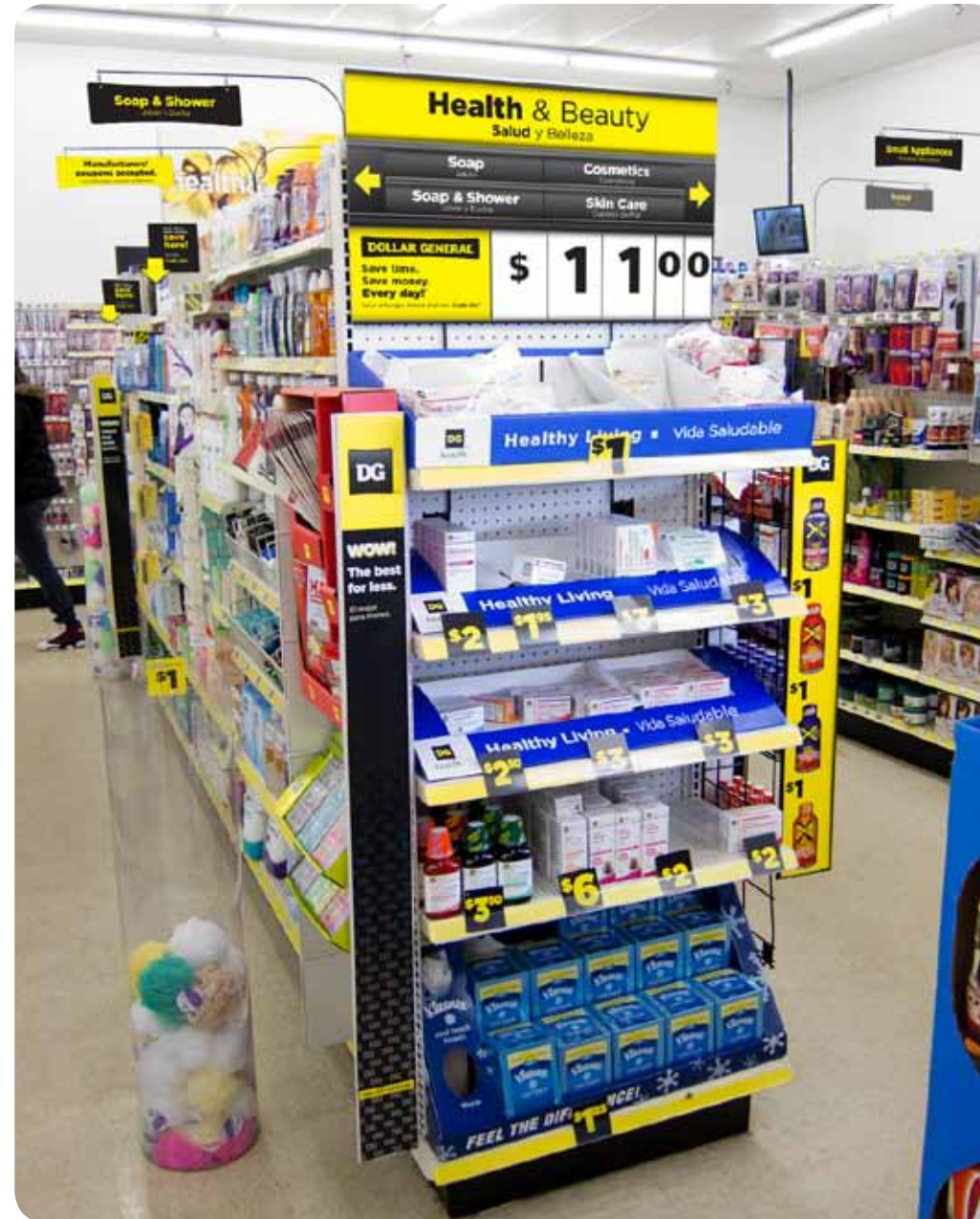
 Nuestros empleados se alegran de ayudar.

DOLLAR GENERAL

Policy Signage: Flat Artwork

- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
- A vertical bar may be used to show separation between languages
- Spanish text 1 or 2 weights less than English to maximize visual separation of languages
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- Font color will remain consistent from English to Spanish

NOTE: All Spanish translation is for position only







**Navigation Signage:
Flat Artwork**

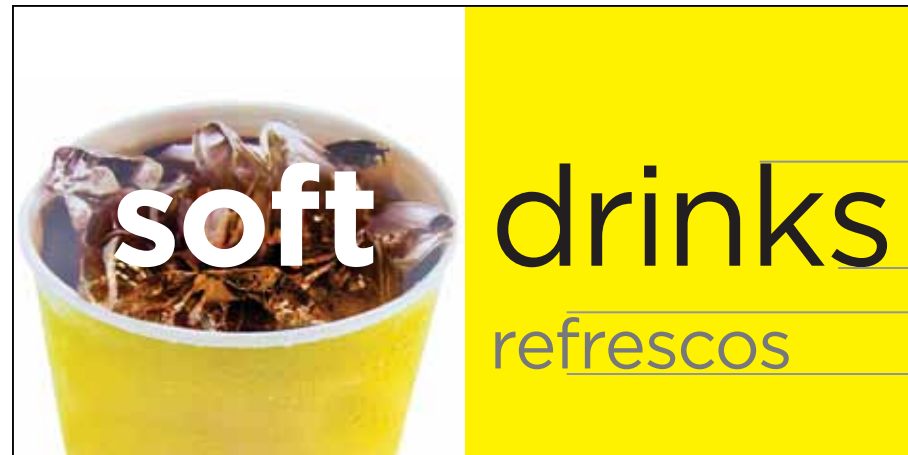
- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
- Spanish text 1 or 2 weights less than English to maximize visual separation of languages
- Left justified text is preferred
- All Spanish is 50% or 75% of English. Ratio will be determined by readability and amount of space allotted for text
 - All Spanish is not to be less than 12 pt on any in-store signage; collateral/literary materials are the exception
- Spanish font color will be 65%K over yellow or white, and 35%K over black



NOTE: All Spanish translation is for position only

DOLLAR GENERAL

Distinct Bilingual: NAVIGATE Wayfinding: Space Allocation



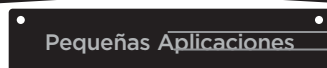
5.75" ENG Gotham Black/Book
2.19" Return
2.875" SPA Gotham Book (65% K)



1.64" ENG Gotham Black/Book
.82" SPA Gotham Bold/Book
.75" ENG Gotham Black
.375" SPA Gotham Book (65% K)



1" ENG Gotham Black



.5" SPA Gotham Book (65% K)



Double-sided Channel Signs

Double-sided channel signs will offer left and right justified text. The justification will be determined by the direction of the arrow to reinforce product location

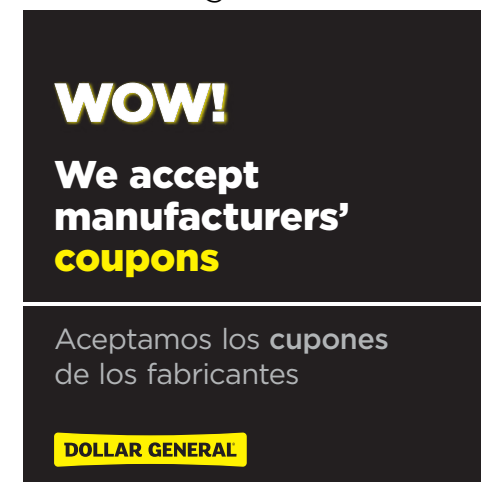
90% of Original Size



88.5% of Original Size



90% of Original Size



75% of Original Size



Announcement Signage: Flat Artwork

- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
- Spanish text 1 or 2 weights less than English to maximize visual separation of languages
- Left justified text is preferred
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 - All Spanish is not to be less than 12 pt on any in-store signage; collateral/literary materials are the exception
- Spanish font color will be 65%K over yellow or white, and 35%K over black

NOTE: All Spanish translation is for position only

**Today's general store:
top brands at low prices!**

Tienda que vende de todo de hoy:
¡encabeze marcas en precios bajos!

2.82" ENG Gotham Black

.141" SPA Gotham Book

**Manufacturers'
coupons accepted.**

Los fabricantes
cupones aceptados.

1" ENG Gotham Black

.5" SPA Gotham Book

merry christmas
feliz navidad

2.5" ENG Gotham Black

Space equal to SPA cap height

1.25" SPA Gotham Book

WOW!

**We accept
manufacturers'
coupons**

Aceptamos los cupones
de los fabricantes

DOLLAR GENERAL

1.65" ENG Gotham Black

Separator line completely
divides English from Spanish

.825" ENG Gotham Book

starting at \$2
all titles priced as marked (titles priced on back)

bargain books
& Inspirational

negocie libros y Inspirador

comienzo en \$2
todos los títulos priced como marcado (títulos priced en español)

Price Break
Ruptura de Precios

Women's Cotton Blouse
Sizes: Small - XLarge
Blusa de Algodón Femenina
Tamaños: Pequeño - Extra Grande

\$5⁵⁰

\$6 Regular Price
Precio Regular

save time.
save money.
save here!

salve el tiempo.
ahorre el dinero.
¡cada día!

Engagement Signage: Flat Artwork

- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
- Spanish text 1 or 2 weights less than English to maximize visual separation of languages
- Left justified text is preferred
- All Spanish is 50% or 75% of English. Ratio will be determined by readability and amount of space allotted for text
 - All Spanish is not to be less than 12 pt on any in-store signage; collateral/literary materials are the exception
- Spanish font color will be 65%K over yellow or white, and 35%K over black

NOTE: All Spanish translation is for position only

Distinct Bilingual: ENGAGE
Pricing and Product Selection: Space Allocation



Price Break
Ruptura de Precios

Women's Cotton Blouse
Sizes: Small - XLarge
Blusa de Algodón Femenina
Tamaños: Pequeño - Extra Grande

\$5⁵⁰

\$6 Regular Price
Precio Regular

.5" ENG Gotham Black
.25" SPA Gotham Book

.6" ENG Gotham Ultra
.32" ENG Gotham Bold
.16" SPA Gotham Book

save time.
save money.
save here!

salve el tiempo.
ahorre el dinero.
¡cada día!

.25" ENG Gotham Bold
.5" ENG Gotham Black

Separator line completely divides English from Spanish

.125" SPA Gotham Book
.25" SPA Gotham Bold

starting at **\$2**
all titles priced as marked (titles priced on back)

bargain books & Inspirational

negocie libros y Inspirador

comienzo en **\$2**
todos los libros priced como marcado (títulos priced en español)

.25" ENG Gotham Book
.92" ENG Gotham Black
1.3" ENG Gotham Ultra

1.3" ENG Gotham Black

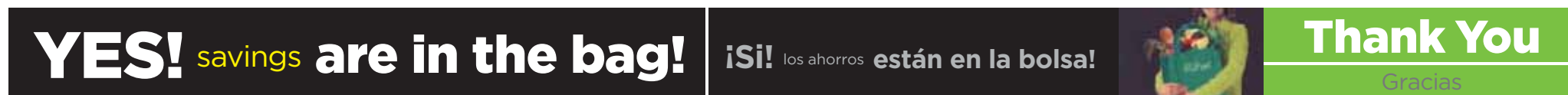
.65" ENG Gotham Black

.19" ENG Gotham Book
.69" ENG Gotham Bold
.98" ENG Gotham Black

Separator line completely divides English from Spanish

DOLLAR GENERAL

Distinct Bilingual: NAVIGATE - Dollar General Market Wayfinding: Flat Artwork



20



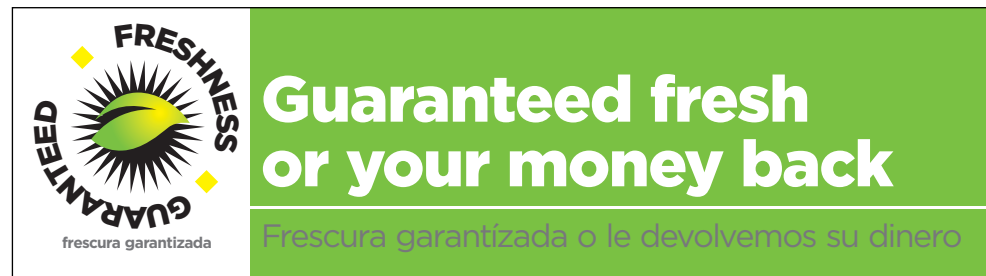
crackers
galletas saladas

snacks
refrigerios

fresh
dairy
lechería fresca

- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
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- Left justified text is preferred
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 - All Spanish is not to be less than 12 pt on any in-store signage; collateral/literary materials are the exception
- Spanish font color will be 65%K over yellow, white, and 35%K over black. When placing Spanish over specialty colors, choose either 35%K or 65%K to maximize contrast

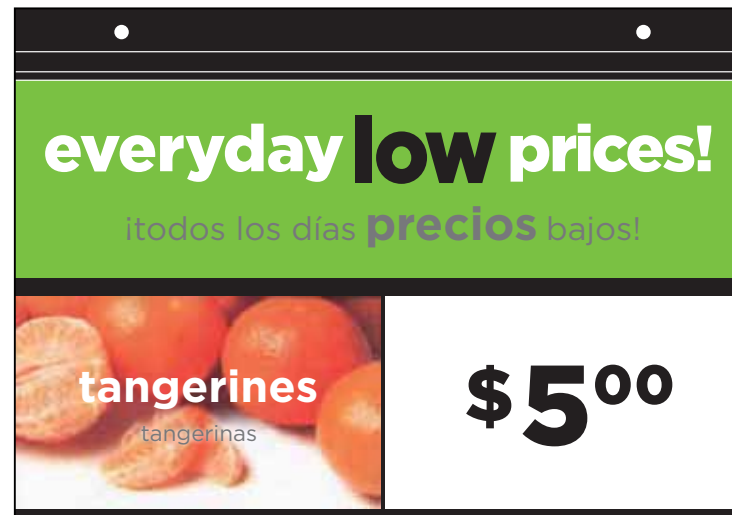
NOTE: All Spanish translation is for position only



- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
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 - All Spanish is not to be less than 12 pt on any in-store signage; collateral/literary materials are the exception
- Spanish font color will be 65%K over yellow, white, and 35%K over black. When placing Spanish over specialty colors, choose either 35%K or 65%K to maximize contrast

NOTE: All Spanish translation is for position only

WOW! prices	¡precios INCREDÍBLES!
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great values
incredibles ofertas

- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
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- Spanish font color will be 65%K over yellow, white, and 35%K over black. When placing Spanish over specialty colors, choose either 35%K or 65%K to maximize contrast

NOTE: All Spanish translation is for position only

We want you to know:

- We accept manufacturers' coupons.
- We strive to maintain a drug free environment.
- Shirt and shoes required inside.
- No pets allowed inside except for service animals.
- Thank you for not smoking. 

For your safety, this store is subject to surveillance.
Shoplifters and violators will be prosecuted!


We're here for you.

If you need assistance, please
ask a Dollar General associate.

We are committed to compliance with
the Americans with Disabilities Act.

 Our employees are glad to help.

Queremos que usted sepa:

- Aceptamos los cupones del fabricante.
- Nos esforzamos por mantener una medicina ambiente libre.
- Camisa y zapatos requeridos dentro.
- Ningunos animales domésticos permitidos dentro excepto animales de servicio.
- Gracias por no fumar. 

Para su seguridad, esta tienda es sujeta a la vigilancia.
¡Los mecheros y los infractores serán procesados!

Estamos aquí para usted.

Si usted necesita la ayuda, por favor pregunte a un
socio Dollar General.

Somos cometidos a la conformidad con los
americanos con el Acto de Discapacidades.

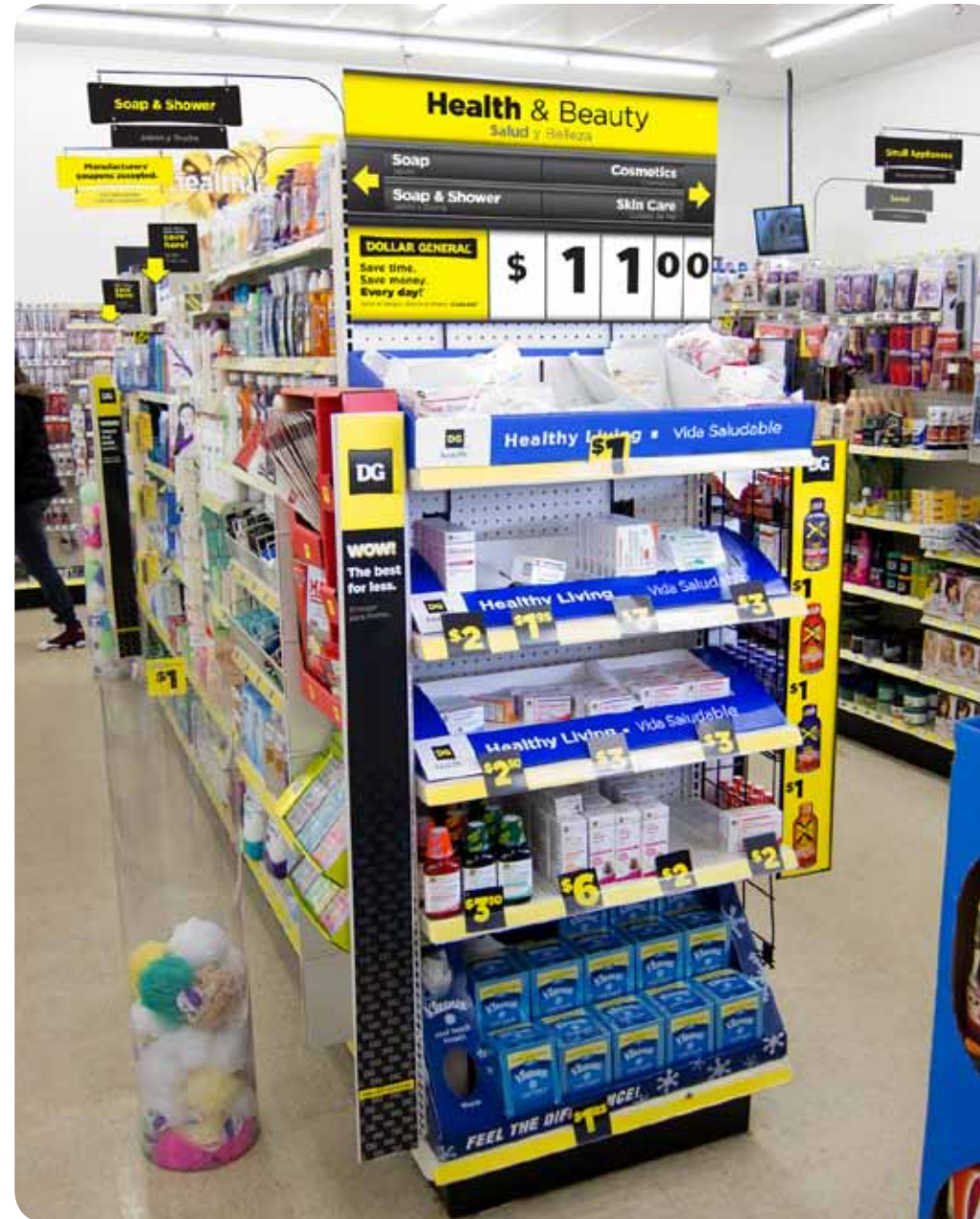
 Nuestros empleados se alegran de ayudar.

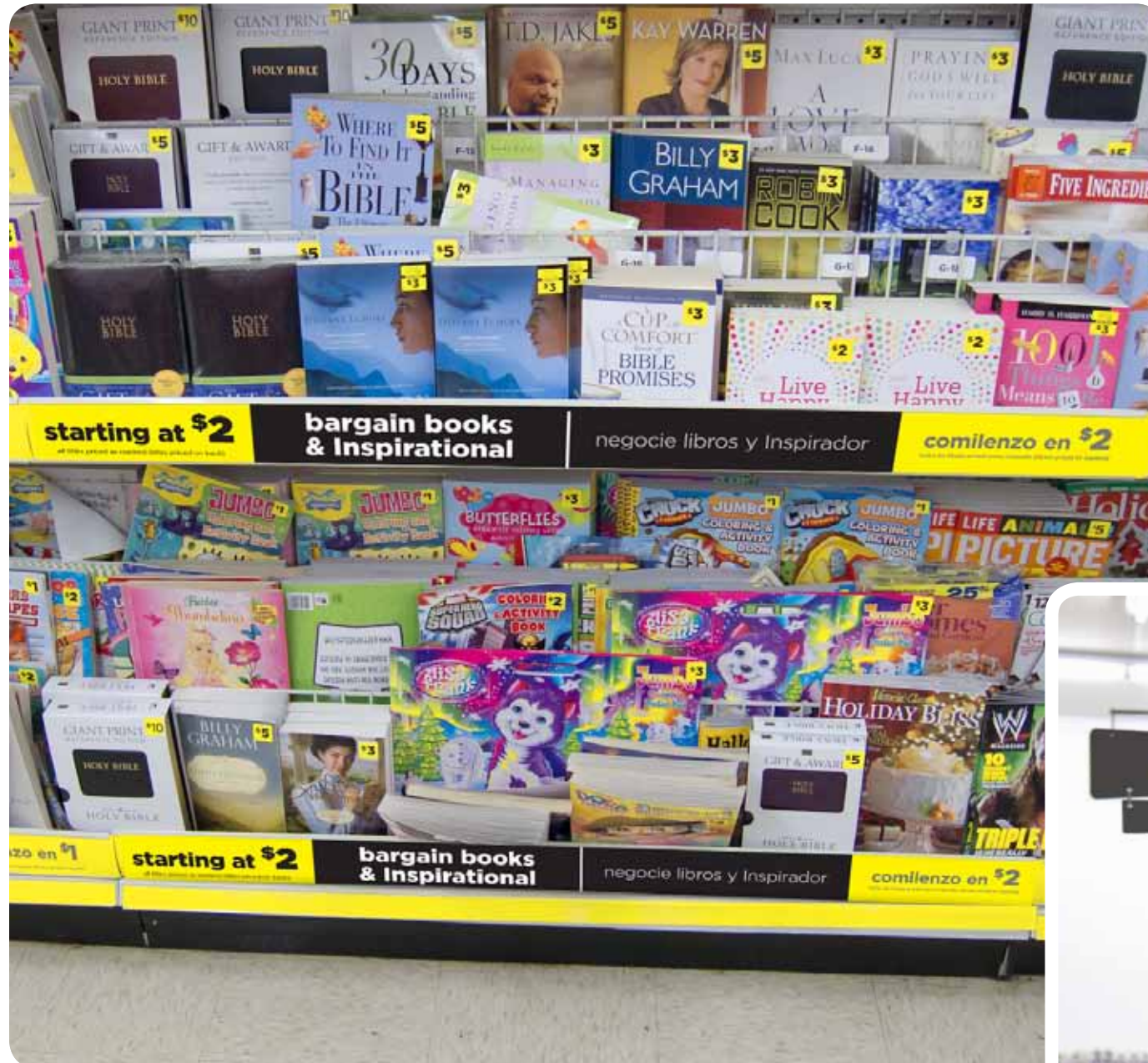
DOLLAR GENERAL

Policy Signage: Flat Artwork

- Primary layout format is English over Spanish. Side-by-side layouts are acceptable, when sign type dictates it
- A separator line may be used to completely divide English from Spanish text
- Spanish text 1 or 2 weights less than English to maximize visual separation of languages
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- Spanish font color will be 65%K over yellow or white, and 35%K over black

NOTE: All Spanish translation is for position only





Summary of the Solution

For the Hispanic consumer the number one reason (24%*) for store selection is proximity to their home. This is due to convenience and 1 in 4 shoppers walking or utilizing public transportation for their shopping trips. Research shows that the Hispanic shopper will welcome a convenience that lets her/him select a store on the basis of how well it serves them, not because it happens to be nearby*.

An attention grabbing message in Spanish displayed outside of the store readily communicates to passerby's that the store caters to their lifestyle and culture. It also demonstrates that Dollar General plays a role in their community which is very important to this market.

*Source: Unilever, *'Winning the Hispanic Shopping Trip'*



- Using Spanish exterior messaging and imagery places an emphasis on the Spanish customer
- Large Translight graphics add visibility from the street level, parking lot and entrance. Signage can be simple framed graphics if translight wiring is not desired
- Window decals will reinforce “savings” messaging
- Concept will visually complement Concept 1 or 2

NOTE: All Spanish translation is for position only

comodidad
para menos

diversión
para menos

1900 artículos para un dólar o menos cada día

calidad
para menos

ocasional
para menos



- Using Spanish exterior messaging and imagery places an emphasis on the Spanish customer
- Large Translight graphics add visibility from the street level, parking lot and entrance. Signage can be simple framed graphics if translight wiring is not desired
- Use of Dollar General accent colors will add an extra splash of color to the exterior
- Concept will visually complement Concept 1 or 2

NOTE: All Spanish translation is for position only

Summary of the Solution

Often time, Hispanics will shop dollar stores for all of their 'quick trips', trips that are primarily for personal care items or quick meals. Speed matters on 'quick trips' and to make them more efficient for the shopper and their needs (and to encourage more trips in the future) displays featuring popular non-food categories should be conveniently accessible from the store entrance.

The front-of-store savings cart you currently feature in stores can be utilized to house popular personal care items (hair products, car care, pet items, etc.) with the Hispanic market. For this reason, we feel it is important to include the bilingual signage in this area as well.

*Source: Unilever, *'Winning the Hispanic Shopping Trip'*

Cart Violators



- Existing cart beam sign to have bilingual messaging
- Vertical cart violators will reinforce “savings” messaging with English on the left and Spanish on the right
- Concept can be adapted to follow layout rules from Concept 1 or 2

NOTE: All Spanish translation is for position only

Cart Beam Sign





Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

Calibri (Alternative Typeface)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

Calibri Bold (Alternative Typeface)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

Gotham Narrow Font Family Usage

Dollar General typeface standards define Gotham as its primary typeface and Calibri as a secondary typeface alternative outside of any graphic communications.

In an effort to maintain a unified style across all graphic communications we are recommending the Gotham Narrow font family to be added to the Gotham Family of approved typefaces.

Experience has proven with English / Spanish bilingual messaging the Spanish translation requires more space within the graphic layout.

Gotham Narrow typefaces would only apply when the layout will not accommodate the 50% or 75% English/Spanish rule, in a legible and pleasing fashion.

Gotham Narrow Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790

Gotham Narrow Bold

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Color and Contrast

Understanding the color palette of the new “General Store” is simple, clean and fresh –all of which strengthen the impact of the primary brand yellow within the retail space.

The bright exposed lighting companied with the white ceiling, white walls and white floor produces a significant amount of white glare within the store. A warmer shade of flooring will reduce the amount of glare.

Maintaining the simple, clean and fresh principles within the Dollar General retail space, does the opportunity exist to strengthen the front wall of the non-traditional corral style check-out? Strategic use of a light color on the wall creates a destination at the front of the store and gives the eye a place to stop.



Yellow Tint



Before



Gray Tint

