

Gift Card



## THE GIFT CARD ADVERTISING STANDARDS

### **Let us help you put together a strong program.**

Leverage the power of The Home Depot® brand to create a successful rewards, motivation or incentive program for your organization. The advertising standards provided in the following pages outline usage requirements for The Home Depot Gift Card.

For all questions regarding  
Logo Usage or Advertising Standards,  
Please Contact:  
[gift\\_certificates@homedepot.com](mailto:gift_certificates@homedepot.com)

Home Depot Incentives, Inc.  
2455 Paces Ferry Road, B-9  
Atlanta, GA 30339-4024  
Toll Free: 877-423-3005, option 1  
Fax: 770-384-2824

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## 1.0 Review Process

The flow chart on the right outlines the review process for a The Home Depot Gift Card promotion. Please submit all requests to The Home Depot in Adobe® Acrobat® PDF format.\* Please send the requests to the following e-mail address for review:  
gift\_certificates@homedepot.com

\* In order to use The Home Depot brand, a signed promotional agreement must first be executed.

All artwork containing The Home Depot name, logo and/or graphics must be reviewed by The Home Depot Incentives, Inc. and include:

[Your Company Name] is not affiliated with The Home Depot®. The Home Depot® is not a sponsor of this promotion. The Home Depot® is a registered trademark of Homer TLC, Inc.

Approval is limited to your company's use of The Home Depot logo and graphics. Home Depot Incentives will not approve or endorse your company's program(s), and Home Depot Incentives expressly disclaims any approval or endorsement of such program(s).



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## 2.0 Standards for All Media

Below are general standards that must be followed for The Home Depot Gift Card promotions in all advertising media.

### 1. The Home Depot Logo Usage

- \_Your company name/logo must appear prior to The Home Depot name, logo or The Home Depot Gift Card image. In all cases, disclaimers must be present on the same page as the gift card or logo.
- \_The Home Depot logo may not appear directly next to your company name or logo.
- \_Your company name/logo must be 50% larger than The Home Depot name, logo or The Home Depot Gift Card image.

**OFFICIAL  
HOME DEPOT  
GIFT CARD  
IMAGE**



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[Your Company Name] is not affiliated with The Home Depot®.  
The Home Depot® is not a sponsor of this promotion.  
The Home Depot® is a registered trademark of Home Depot, Inc.

### 2. Disclaimer

\_Disclaimer must be said or shown\* no smaller than 8pt font at first mention of The Home Depot or as required by law.

- [Your Company Name] is not affiliated with The Home Depot®. The Home Depot® is not a sponsor of this promotion. The Home Depot® is a registered trademark of Home Depot, Inc.
- Any disclaimers on television, in print, online or e-mail must include the appropriate trademarks as directed by The Home Depot legal requirements.

\* **Radio** – Announcer must say the above disclaimers.  
**Television** – Both above disclaimers must be shown at the first mention of The Home Depot.

### 3. Prohibited Use

\_The Home Depot name/logo and The Home Depot gift cards may not be used in promoting Negative Option Plans or any plan that automatically enrolls customers into a fee based program upon the customer's acceptance of a promotional offer.

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## 4. Promotional Offers

- \_ Offers cannot state or imply that The Home Depot Gift Card is given by The Home Depot.
- \_ Offer description must appear next to the mention/appearance of The Home Depot name, logo or The Home Depot Gift Card image.
- \_ Offer must include "The Home Depot® Gift Card(s)".

**EXAMPLE** Enter for a chance to win a \$500  
The Home Depot® Gift Card.

- \_ Offer must describe how The Home Depot Gift Card is obtained.
- EXAMPLE** ...by manufacturer's mail-in rebate...
- \_ Offer may not use The Home Depot name, logo or The Home Depot Gift Card image as a teaser on the exterior of an envelope or direct mail piece.
- \_ The Home Depot Gift Card image must never be applied at an angle.

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[Your Company Name] is not affiliated with The Home Depot®.  
The Home Depot® is not a sponsor of this promotion.  
The Home Depot® is a registered trademark of Home Depot, Inc.

## 5. Redemption Forms

- \_ Redemption forms/letters/receipts must indicate who is offering The Home Depot Gift Card.

**EXAMPLE** [Your Company Name] is not affiliated  
with The Home Depot®.

- \_ Redemption forms must include "This form is not redeemable at The Home Depot® stores." in bold lettering.

## 6. Online

- \_ Pop-ups or pop-unders are not permitted.
- \_ Search words cannot be purchased pertaining to The Home Depot.
- \_ Links to The Home Depot Web site are only available by permission.

## 7. E-mail

- \_ The Home Depot cannot be mentioned in a subject heading of an e-mail.
- \_ Links to The Home Depot Web site are only available by permission.
- \_ Only opt-in e-mails are permissible.
- \_ E-mail teasers are not permitted.

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## Logo Don'ts

– Manipulate from its original form.

EXAMPLE



– Blend with background or screen back color.

EXAMPLE



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– Overlap copy or other images.

EXAMPLE



– Isolate the gift card or box logo from other type by at least one eighth the height of the size being used.

EXAMPLE Gift Card or box logo is 1 inch, the area of isolation will be 1/8 inch.

