Consider Target your partner

Congratulations on your grant! We consider you a true partner with Target, and would like you to consider us the same. So, in addition to your grant, we invite you to look to your local Target store for ways we can strengthen our bond together.

We are happy to share information about your organization with our team members and guests in any of the following ways:

- Get Target volunteers involved with your organization. Examples include reading to kids, ushering at arts performances, participating in cleanup/fix-up activities, etc.
- Include a Target ad in your newsletter or program.
- Take pictures of your event or organization and give them to your store contact. We’ll display the pictures on our Community Board for some high-traffic publicity.

Spread the word

Our guests make your grant possible, so we want them to know their money is being put to good use.

Here are some tips to get started:

- List Target sponsorship in marketing materials such as flyers, brochures and ads.
- Acknowledge Target support at your board meetings, performances or news conferences.
- Give a nod to Target on your Web site by using our logo or a static banner we’ve included on this site.
- Let the media know what you’ve accomplished with funding provided by Target by using the media release template included on this site.
- Display a banner or poster identifying Target as a sponsor in the lobby or reception area at performances. A signage template and printable files are included on this site.
- Contact your local store contact and involve Target volunteers in your projects whenever you can.
- Tell us your story at Target.com/Education to potentially be featured in Target marketing materials.
How to use Target branding

The Bullseye logo and the lockup (the Bullseye logo above the Target wordmark) are registered trademarks of Target.

Choose one of the two logos and size the file as needed.

- Please do not modify, stretch or distort the logo in any way. Also, please do not create new messaging lockups using the logo.
- Whenever the Bullseye logo or the vertical lockup is used, ensure that the ® is present.
- When using Target branding to market a Target-sponsored event, the overall look and feel of your ad should first reflect your organization’s branding, with Target branding fitted in. Not the other way around.
- When noted in copy, the word Target should not receive any special treatment. It should be in the same font, case, and color as the rest of the text.
- When using Target in copy, include the ® after the word Target one time either in the first use OR in the most prominent use of Target (e.g. in a headline).

Use the Bullseye logo when it is part of the phrase “sponsored by...” or “presented by...”

Correct:  
Sponsored by  
Presented by  

Incorrect:  
Sponsored by Target  
Presented by Target

If used as a stand alone or if listing with other sponsors, use lockup:  

Correct:  
OR  

Incorrect:  

• Within the lockup, the Bullseye and the Target wordmark must be the same color—both red, both black, or both white.

Colors

• We prefer that the logo or lockup be red whenever possible.
• Logos or lockups must be red or black, or may be reversed (white) on a dark or colored background.
• In 4-color printing, the logo or lockup is 4% cyan, 100% magenta, 85% yellow and 6% black (4/100/85/6).
• The PMS color is 186.
• The middle ring of the Bullseye logo should be the same color as the background. For example, if the background is black, the middle ring should be black.

Questions? If you have questions or comments about our community giving programs, contact us.

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