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 lockups are registered trademarks of Target Brands, Inc.

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

- Please do not modify, stretch or distort the logo in any way. Do not create new messaging lockups using the logo.

- 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 provided lockup when using the phrase “sponsored by...” or “presented by ...”:

  sponsored by ©

  presented by ©

- If used as a stand alone or if listing with other sponsors, use the Bullseye:

  ©

  When using the Bullseye, please include the following legal line:
  “The Bullseye Design is a registered trademark of Target Brands, Inc.” The ® mark is no longer needed.

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 used, e.g., if the background is black, the middle ring of the Bullseye should show black.