
Select & Save

Style Guide

Q4 2024

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Brand Purpose & Values

From humble beginnings as a single store to over 170 convenient locations, Select & Save is the last remaining independent convenience symbol group. We have a proven track record of growing retailers and driving change in the sector. Our mission is to continue to redefine what it means to be a convenience store. For now, this means investing in friendly, ergonomic environments for our customers whilst driving profits for our retailers. Our aim is to continue expanding our family of stores whilst keeping our values and rewarding success.

Brand Identity

Select & Save is here to stay — and it's different from the other symbol groups. we're independent, and we do things better. Better layouts, better products, and better deals for our shopkeepers. The brand identity, therefore, sets us apart as an ever-tasteful symbol of quality, in a sea of brash competition. Leaders in choice, leaders in value.

Voice & Tone

Our voice is clear and concise, factual and friendly. We are proud to be independent. This position allows us to offer the best terms to both shoppers and shopkeepers. We don't do ambiguous. We don't do jargon. The tone is direct, but softened with empathy, in line with the family ethics that define us. We show all members and all customers respect, and we strive to give them what they want. We're a family of shopkeepers after all.

Messaging & Taglines

Convenience Shouldn't Be Complicated

We use our independence to maximum advantage, operating a symbol group which aims to unite the shopper and shopkeeper with minimal intervention.

Defining Convenience

Our customers know what they want — value, quality, and choice. We use our encyclopaedic understanding of convenience to make the experience as available as possible.

Messaging & Taglines

Unrivalled Commercial Terms

We promote success. Our members benefit from a commission scheme which starts before our competitors and pays more at the top level, because our independence allows us to.

Putting Retailers First

We were born from our own singular store, so we understand the challenges involved with running a convenience store. We strive to generate maximum profits for shopkeepers whilst putting market-leading schemes in place for their work/life balance.

select&save

Archivo Black

Saira Condensed

Design Elements (colour palette)

British Racing Green #0C3F2F	Promo Peach #F68E79	Off-licence #ffb9de	Tobacconist #cccccc	Vaping #ffc150	Newsagent #d9eb33	Household Essentials #e7d791
		Sweetshop #d5b2d5	Snacks #a6c148	Drinks #87a0c8	Groceries #ec615c	Bakery #bd966e
		Frozen Food #81d6e3	Pet Care #b58f8c	Food To-Go #86a6a4	Cards & Flowers #feec2f	

Usage Guidelines & Compliance

The rules applied are integral to the identity of the brand. They define exactly who we are and what we stand for, allowing us to be easily identifiable within the sector. For this to remain successful, our identity must always be consistent. Straying from these guidelines dilutes our message, creates confusion, and leads to less brand recognition, less clarity and ultimately, less sales.



Visual



Actual

Store refit (exterior):
Calder Drive, Walmley



Visual



Actual

Store refit (exit):
Calder Drive, Walmley



Store refit (wine area):
Calder Drive, Walmley



Visual



Actual

Store refit (wine chiller):
Calder Drive, Walmley



Store refit (frozen food):
Calder Drive, Walmley



Store refit (demarcation):
Calder Drive, Walmley



Store refit (Staff only area and chest freezer):
Calder Drive, Walmley

UNBEATABLE DEALS ON EVERYDAY ESSENTIALS



**YOUR
NEAREST
STORE**



selectsave

**BIGGER CHOICE
SMALLER PRICE**



LIMITED TIME OFFERS



selectsave

**BIGGER CHOICE
SMALLER PRICE**



Groceries



Household essentials



Soft drinks



Frozen food



Beers, wines & spirits



selectsave

**BIGGER CHOICE
SMALLER PRICE**



selectsave

Consumer offers leaflet
template: General

UNBEATABLE DEALS ON EVERYDAY ESSENTIALS



**YOUR
NEAREST
STORE**



AUTUMN OFFERS



selectsave

**BIGGER CHOICE
SMALLER PRICE**



selectsave

**BIGGER CHOICE
SMALLER PRICE**



Groceries



Household essentials



Soft drinks



Frozen food



Beers, wines & spirits



selectsave



**BIGGER CHOICE
SMALLER PRICE**



selectsave

Consumer offers leaflet
template: Autumn

UNBEATABLE DEALS ON EVERYDAY ESSENTIALS



**YOUR
NEAREST
STORE**



CHRISTMAS OFFERS



selectsave

**BIGGER CHOICE
SMALLER PRICE**



selectsave

**BIGGER CHOICE
SMALLER PRICE**



Groceries



Household essentials



Soft drinks



Frozen food



Beers, wines & spirits



selectsave



**BIGGER CHOICE
SMALLER PRICE**



selectsave

Consumer offers leaflet
template: Christmas

UNBEATABLE DEALS ON EVERYDAY ESSENTIALS



**YOUR
NEAREST
STORE**



EASTER OFFERS



selectsave

**BIGGER CHOICE
SMALLER PRICE**



selectsave

**BIGGER CHOICE
SMALLER PRICE**



Groceries



Household essentials



Soft drinks



Frozen food



Beers, wines & spirits



selectsave



**BIGGER CHOICE
SMALLER PRICE**



selectsave

Consumer offers leaflet
template: Easter

UNBEATABLE DEALS ON EVERYDAY ESSENTIALS



**YOUR
NEAREST
STORE**



SPRING OFFERS



selectsave

**BIGGER CHOICE
SMALLER PRICE**



selectsave

**BIGGER CHOICE
SMALLER PRICE**



selectsave

Groceries



Household essentials



Soft drinks



Frozen food



Beers, wines & spirits



selectsave



**BIGGER CHOICE
SMALLER PRICE**



Consumer offers leaflet
template: Spring

UNBEATABLE DEALS
ON EVERYDAY ESSENTIALS



YOUR
NEAREST
STORE



 **SUMMER
OFFERS**



selectsave

**BIGGER CHOICE
SMALLER PRICE**



selectsave

**BIGGER CHOICE
SMALLER PRICE**



Groceries



Household essentials



Soft drinks



Frozen food



Beers, wines & spirits



selectsave



**BIGGER CHOICE
SMALLER PRICE**



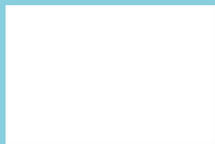
selectsave

Consumer offers leaflet
template: Summer

UNBEATABLE DEALS ON EVERYDAY ESSENTIALS



**YOUR
NEAREST
STORE**



WINTER OFFERS



selectsave

**BIGGER CHOICE
SMALLER PRICE**



selectsave

**BIGGER CHOICE
SMALLER PRICE**



Groceries



Household essentials



Soft drinks



Frozen food



Beers, wines & spirits



selectsave



**BIGGER CHOICE
SMALLER PRICE**



selectsave

Consumer offers leaflet
template: Winter

Find it cheaper
and we'll refund
the difference

Insert small print here... lorem
ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod
tempor incididunt ut labore



ONLY 69p

Hovis Simple Bread
Wholemeal Medium 800g

selectsave

Find it cheaper
and we'll refund
the difference

Insert small print here... lorem
ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod
tempor incididunt ut labore



ONLY 69p

Hovis Simple Bread
White Medium 800g

selectsave

Find it cheaper
and we'll refund
the difference

Insert small print here... lorem
ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod
tempor incididunt ut labore



ONLY
£1.29

Müller Milk
Whole, 2 litre

selectsave

Find it cheaper
and we'll refund
the difference

Insert small print here... lorem
ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod
tempor incididunt ut labore



ONLY
£1.29

Müller Milk
Semi-skimmed, 2 litre

selectsave

Find it cheaper
and we'll refund
the difference

Insert small print here... lorem
ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod
tempor incididunt ut labore



ONLY
£1.29

Müller Milk
Skimmed, 2 litre

selectsave



Find it cheaper
and we'll refund
the difference

Insert small print here... lorem
ipsum dolor sit amet, consectetur
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tempor incididunt ut labore



ONLY 69p

Hovis Simple Bread

Wholemeal Medium 800g

selectsave

Find it cheaper
and we'll refund
the difference

Insert small print here... lorem
ipsum dolor sit amet, consectetur
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tempor incididunt ut labore



ONLY 69p

Hovis Simple Bread

White Medium 800g

selectsave

Find it cheaper
and we'll refund
the difference

Insert small print here... lorem
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adipiscing elit, sed do eiusmod
tempor incididunt ut labore



ONLY
£1.29

Müller Milk

Whole, 2 litre

selectsave

Find it cheaper
and we'll refund
the difference

Insert small print here... lorem
ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod
tempor incididunt ut labore



ONLY
£1.29

Müller Milk

Semi-skimmed, 2 litre

selectsave

Find it cheaper
and we'll refund
the difference

Insert small print here... lorem
ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod
tempor incididunt ut labore



ONLY
£1.29

Müller Milk

Skimmed, 2 litre

selectsave





Select & Save, 78 Hill Street
City Centre, Birmingham B5 4AH

Call 0121 634 2744 or email
support@selectandsave.net

selectsave

Join the selectsave convenience family today.

Welcome to the future of convenience.

Groceries

Food to-go

Milk + Dairy

Frozen

Snacks



Why selectsave?

Independent and proud, we get deals our competition can only dream of.

- ✓ Customer-friendly, up-to-date convenience environment.
- ✓ Relevant products, high standards.
- ✓ Promotions focused on the customer.
- ✓ Real-world quality, availability and value.
- ✓ Jack's and Euro Shopper offers the ultimate in choice for the best price.
- ✓ Unbeatable incentives, **with no hidden costs**, that assist your business including rebates of up to 5.5%.

Be proudly independent and express yourself. It's time to Select & Save.



	SPAR	Costcutter	Nisa	best-one	selectsave
Independent	NO	NO	NO	NO	YES!
Zero membership fees	NO	YES	NO	YES	YES!
Jack's own label	NO	NO	NO	NO	YES!
Relief manager (one week's cover)	NO	NO	NO	NO	YES!
2% rebate @ £18k/month	NO	NO	NO	NO	YES!
5% rebate @ £47k/month	NO	NO	NO	NO	YES!

Better environment



Together we will create the most distinctive store — completely free.

- ✓ Our data-driven concept is the complete package. We know what works!
- ✓ Create a unique store that stands out.
- ✓ Store development service — covers everything from refurb to restock.
- ✓ Design your space to optimise customer flow, allocation and security.

More customers

Consistent support with free marketing to deliver on sales and profitability.

- ✓ Promotions run on a four-weekly cycle with BDM review.
- ✓ Build awareness with strong single price points, BOGOFs and 2-for-1s.
- ✓ High quality POS and tactile leaflets.
- ✓ Intelligent mix of licensed, ambient, chilled and frozen products.
- ✓ Portray a fresh, professional image and demonstrate great value.
- ✓ Shout loudest, and smartest, among multiple competitors.

“Of all the symbol groups, we thought Select & Save's brand and values were the most forward-looking. We love our new store and so do our customers.”

Gea, Store Owner, Walsley

Groceries

Food to-go

Milk + Dairy

Frozen

Snacks



selectsave



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78 Hill Street
City Centre
Birmingham B5 4AH

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or **support@selectandsave.net**

selectandsave.co.uk

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VAT Registered No. GB 282 0560 17



essentials • confectionery • snacks • drinks • groceries • bakery • frozen food • pet care • food to go • off-licence • tobacco • vaping • news • household essentials • confectionery • snacks • drinks • frozen food • pet care • food to go • cards + flowers • off-licence • tobacco • vaping • news • household essentials • confectionery • snacks • drinks • groceries • bakery • frozen food • pet care • food to go • cards + flowers • vaping • news • household essentials • confectionery • snacks • drinks • groceries • bakery • frozen

Headed paper

**HUGE
SAVINGS**



selectsave
Walmley

ence • tobacco • vaping • news • ho
ries • bakery • frozen food
news • household
et care • fo
ls

**HUGE
SAVINGS**



selectsave
Walmley

ence • tobacco • vaping • news • ho
ries • bakery • frozen food
news • household
et care • fo
ls

selectsave

Gondola ends



ONLY

£2.59

~~£3.98~~ 2x 1.5 litre

Offer ends
31/12/24



ONLY

£2.59

~~£3.98~~ 2x 1.5 litre

Offer ends
31/12/24



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31/12/24



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Offer ends
31/12/24



Gondola end cards



