



THE BAY

STYLE GUIDE

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Introduction to the Guide

About the Brand

Hudson's Bay, also known as "The Bay," is a well-known Canadian retailer with a substantial historical and cultural influence in Canada. It has both physical storefronts and an online shopping platform, and it offers a wide variety of products to its clients. Because to its lengthy history and unique branding, it has become a well-known and respected institution in Canadian retail culture.

About the Guide

The style guideline is essential for

- Ensuring brand consistency across all channels and materials.
- Enhancing design, aligns communication, safeguards brand integrity, and promotes collaboration.
- Serving as a valuable resource for internal and external stakeholders promoting Hudson Bay

Intended Audience

The manual is intended for

- It guides employees and team members in marketing, content, and design roles, including writers, designers, marketers, and brand communicators.
- For freelancers to ensure brand's identity and messaging remain consistent across all work.
- For retailers and distributors to ensure brand's identity is properly presented in-store or online.

Introduction to the Guide

Core Values of the Brand

Hudson embodies a timeless and traditional charm, reflecting its long-standing history and heritage in the retail industry. Our five core values are

Customer Focus

We value our customers and are committed to providing them with exceptional products and services, meeting their needs, and delivering a superior shopping experience.

Integrity

We strive to maintain the trust of our customers, employees, and stakeholders.

Innovation

We aim to be at the forefront of retail innovation, continuously adapting to changing trends and technologies to offer innovative products and solutions to our customers.

Diversity and Inclusion

We value diversity in our workforce and foster an inclusive and respectful environment where all employees are valued for their unique perspectives and backgrounds.

Social Responsibility

We are committed to being a responsible corporate citizen, supporting local communities, and engaging in sustainable business practices to minimize the environmental impact.

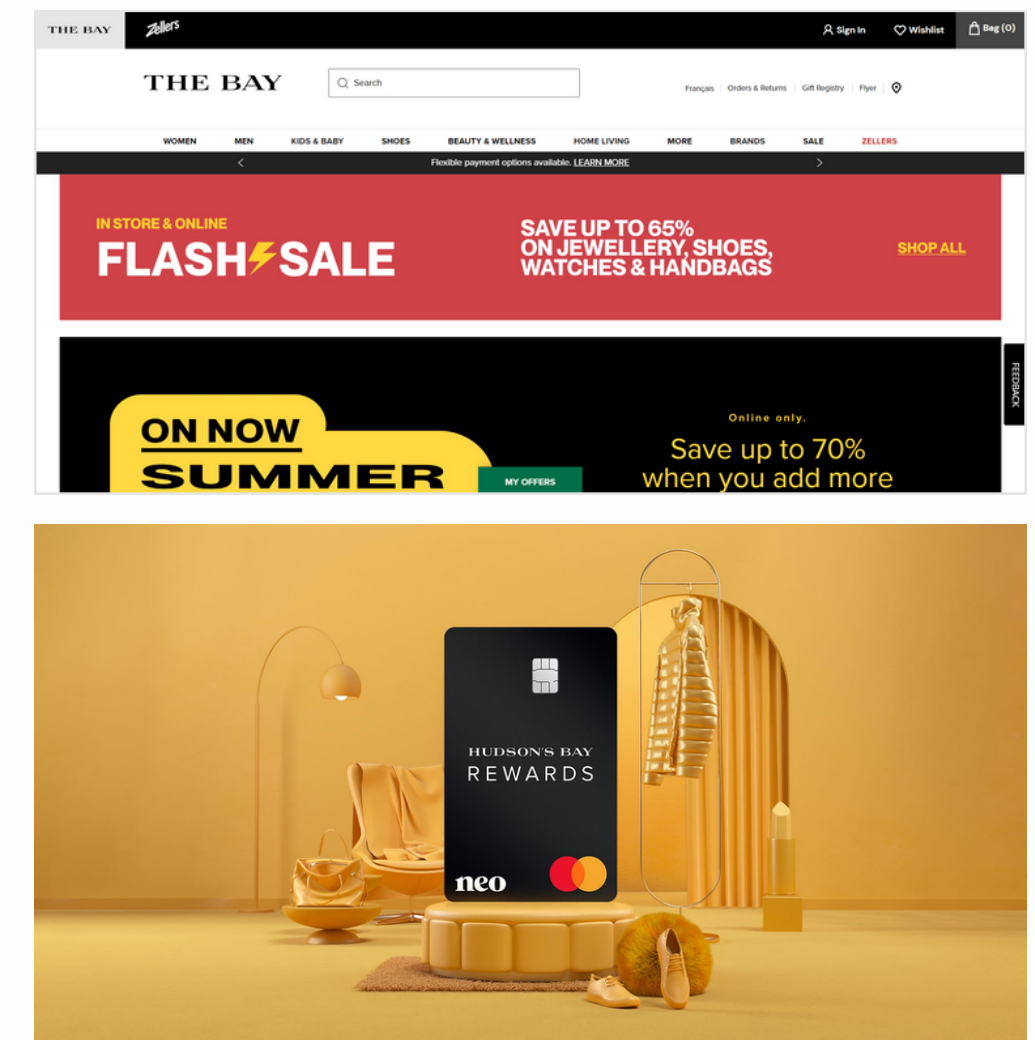
Brand Design Guidelines

Brief About the Brand Name

Hudson's Bay is represented on the website as **The Bay**. As the company grew, "**The Bay**" became a common nickname for Hudson's Bay Company and its stores, still widely used in Canada today.

Usage of the Brand Name

- The brand's credit card is known as the **Hudson's Bay Mastercard®**. It is also referred to as **HB credit**.
- The Bay's loyalty program is known as **Hudson's Bay Rewards**.
- In other content areas, the full name **Hudson's Bay** is used. (For example, for the flyers, gift registry etc.)
- The biggest clearance sale, known as **Bay Day** also uses the term from the brand.



Brand Design Guidelines

Brand Logo

The iconic Hudson's Bay logo features four colored stripes (green, red, yellow, and blue) arranged horizontally in a repeating pattern, widely recognized throughout Canada.

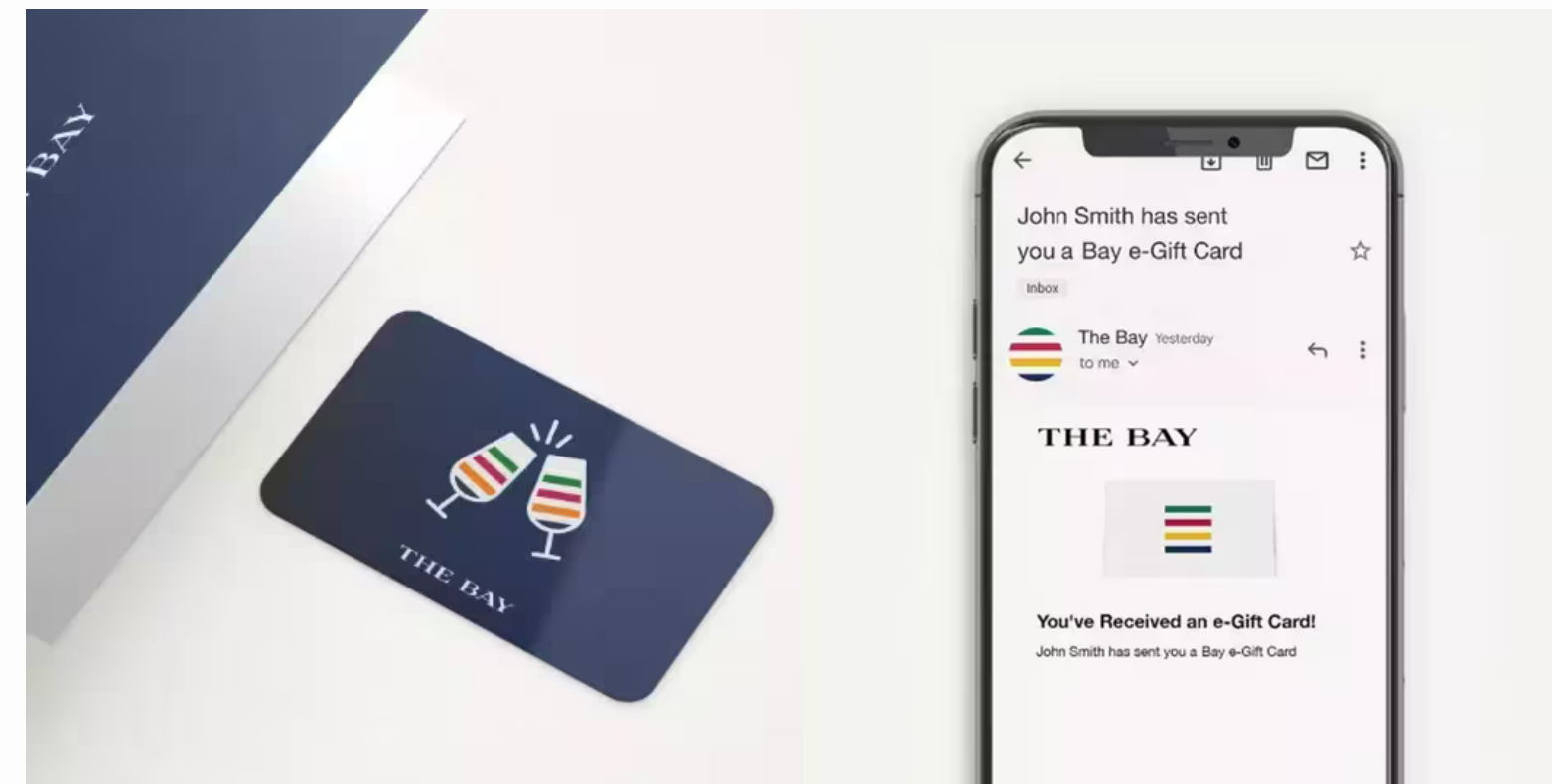


Usage of the Logo

- The logo serves as the favicon for the website.
- It is also displayed in brand communications as well as the newsletter.
- The stripes are also utilized as a design elements.

Logo Usage Guidelines

- It should have a light background to help see the logo better.
- It is important that the order of colors remain the same.
- They should be equal-sized stripes with an equal distance in between.
- Though it can be used as a design element, the stripes shouldn't be distorted.



Brand Design Guidelines

Alternate Brand Logo

One more logo that represents the brand is a simple The Bay logo. It echoes the brand's appeal of simplicity combined with refinement.

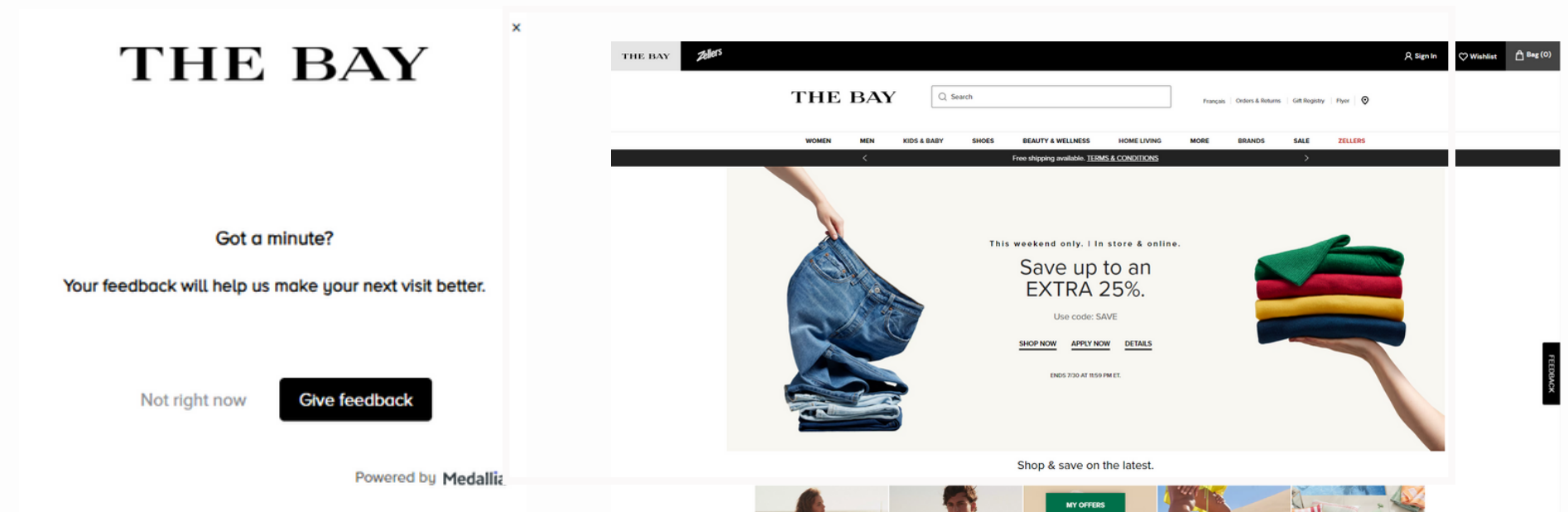
Usage of the Alternate Logo

- The retail website's main identity is The Bay logo.
- It is used in email pop-ups as well as the newsletter.
- It is also used in the feedback form.

Alternate Logo Usage Guidelines

- The icon should be used with the original propositions.
- It should not be distorted.
- The logo should be in black color and placed on a light-colored background.

THE BAY



Note: The brand is in the transition mode of changing The Bay logo to the stripes logo.

Brand Design Guidelines

Brand Colors

The brand's identity is its stripe colors that are used as design elements as well as a brand on its own. The colors and patterns have become iconic and are widely recognized as symbols of Hudson's Bay throughout Canada.

Color Usage Guidelines

- The colors are used to represent the brand.
- These are used in design elements all over the website.
- Make sure to use the same order of colors wherever you use these colors.

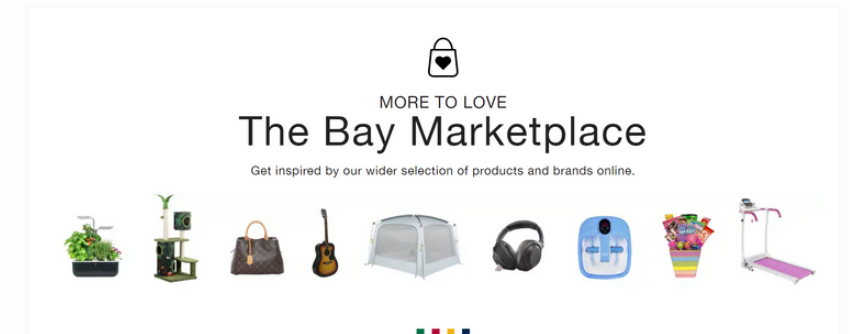
#00704A

#B30838

#EEB211

#00274C

#FBF9F9



Brand Design Guidelines

Widely used General Colors

These are the colors used in the website. These are basic colors that are used everywhere regardless of the content.

#000000	Used in text all over the website and icons.
#222222	Used in the feature panel on the home page.
#E5E5E5	Used in the footer, for all product placements.
#FBF9F9	Used in the banners and feedback forms.
#FFFFFF	Used in the website background.

Brand Design Guidelines

Optional Colors for specific usage

These accent colors are used in a specific context. You should use these colors carefully according to the design requirements. These colors are shades and tones of primary colors.

#051C2C	Used in some product-specific content.
#B11010	Used in the banners, and HBC credit page.
#00704A	Used in my offers window.
#EEB211	Used in the banners, and specific product placements
#D7E2E8	Used in the gift registry page.

Brand Design Guidelines

Color Guidelines for Various Content Types

Flyers

- For the flyer design, keep the color choices limited to two or three and use primary colors.
- Use attractive color contrast schemes to guide the audience's attention towards sale titles and important headings.

Email Newsletter

- Use a neutral color pallet with white background.
- Add colors according to the brand promoted in the newsletter.
- For additional requirements use the brand's color pallet.



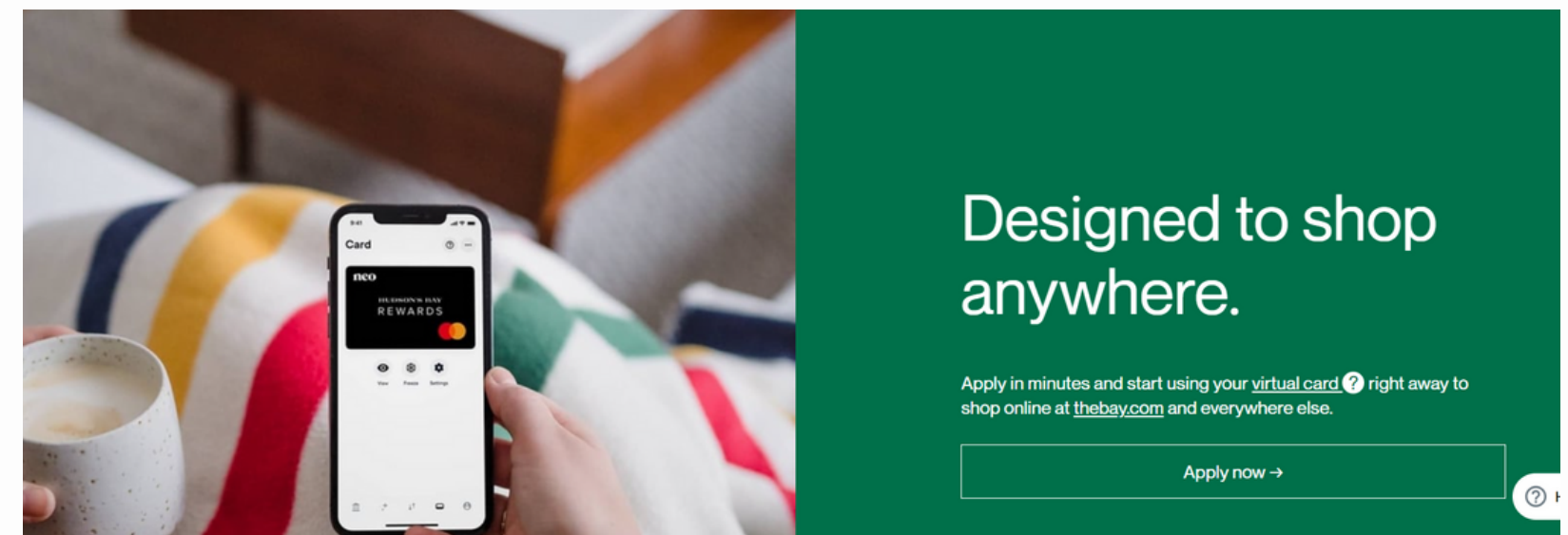
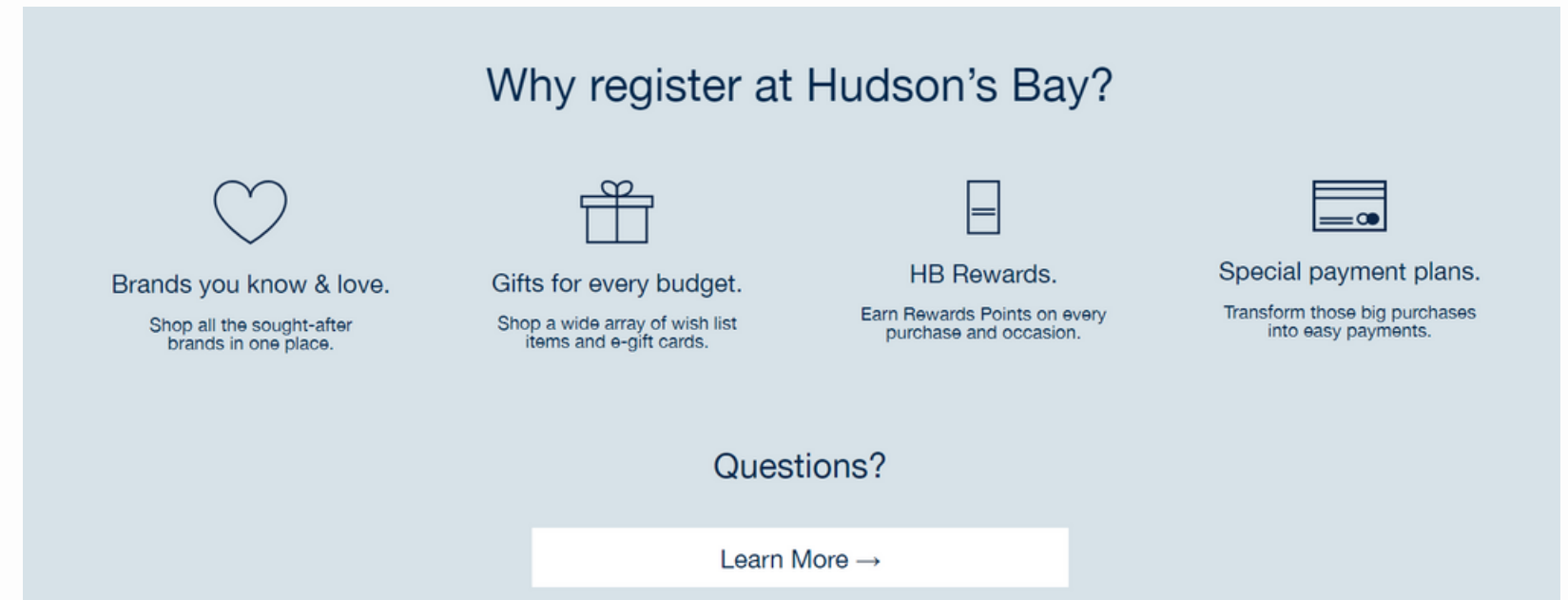
Brand Design Guidelines

Gift Registry

- Use a monochrome color pallet for the entire page in the blue color shade of #D7E2E8.
- Do not use bright or primary colors for the gift registry section.

Rewards

- Use primary colors on the rewards page.
- The rewards page has different sections highlighted with various primary colors to define features.
- You can use a combination of colors from Table 2 for the rewards page.



Brand Design Guidelines

Typography

You need to use Helvetic Nue and Proxima Nova throughout the website.

Font-family: Helvetica

Usage

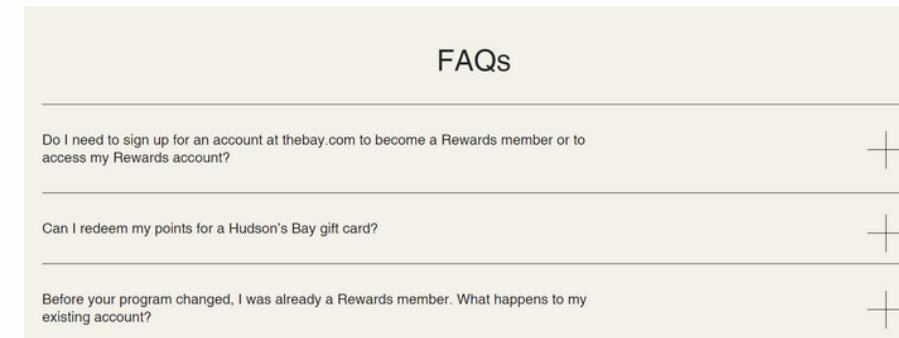
- They are used in specific content headings.
- Helvetica is used in content specific for rewards, gift registries.

Guidelines to Use Helvetica on the Rewards Page

Heading 1: Style- Normal, Size- 46px

Heading captions: Style- Normal, Size- 25px

FAQS: Style- Normal, Size- 28px



Guidelines to Use Helvetica on the Gift Registry Page

Heading 1: Style- Normal, Size- 40px

Heading 2: Style- Normal, Size- 22px

Content: Style- Normal, Size- 16px

Join

Joining is free, and our sign-up process makes it simple to get started.

[Join our community →](#)

Earn

Two ways to earn more. Rewards members earn points on almost every purchase in-store and online. As a Hudson's Bay Mastercard holder, you can double your points at Hudson's Bay, plus earn points and cashback almost everywhere else you shop.

[Apply for the Hudson's Bay Mastercard →](#)

[Learn More →](#)

Redeem

Redeeming points is easier than ever. Pay with points instantly in-store and online.

Brand Design Guidelines

Proxima Nova

Here is the set of guidelines for headings.

Product categories	Size:13px; Weight: 400; Type: Bold
Heading 1	Size:24px; Weight: 400; Line height: 26px
Heading 2	Size:16px; Weight: 400; Line height: 20px; Type: Semibold
Text button	Size:14px; Weight: 400; Line height: 16px; Type: Semibold

Brand Design Guidelines

Proxima Nova

These are the guidelines for product details on the home page.

Brand name	Size:14px; Weight: 700; Line height: 21px; Type: Bold
Product title	Size:12px; Weight: 500; Line height: 18px
Product price	Size:12px; Weight: 400; Line height: 18px; Type: Bold
Final sale	Size:12px; Weight: 400; Line height: 18px; Type: Bold

Brand Design Guidelines

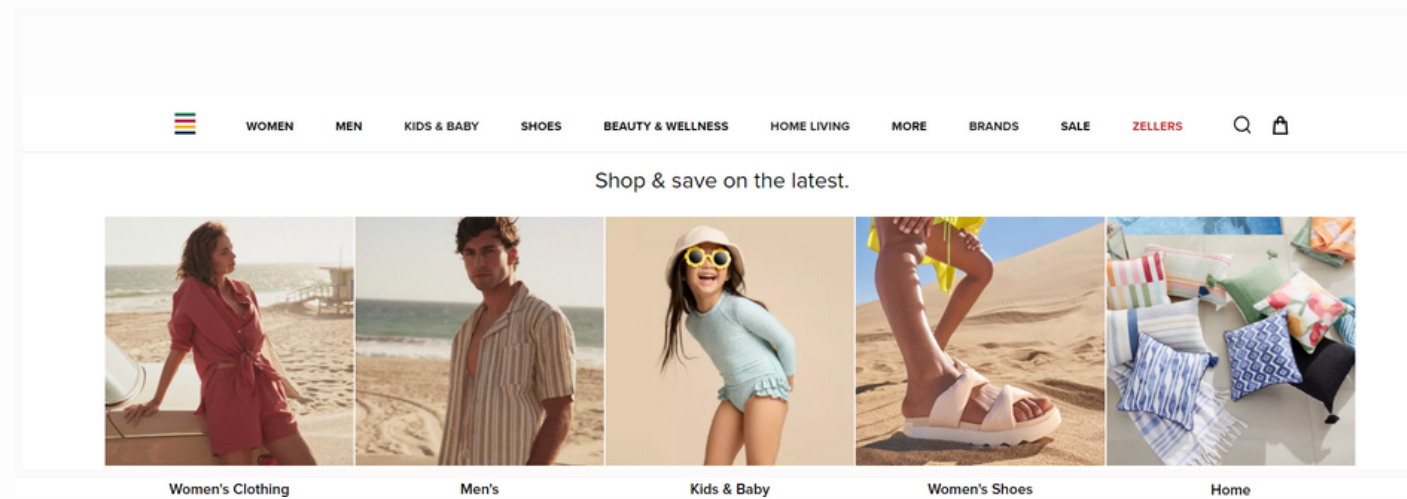
Proxima Nova

These are the guidelines for product details on the product category page.

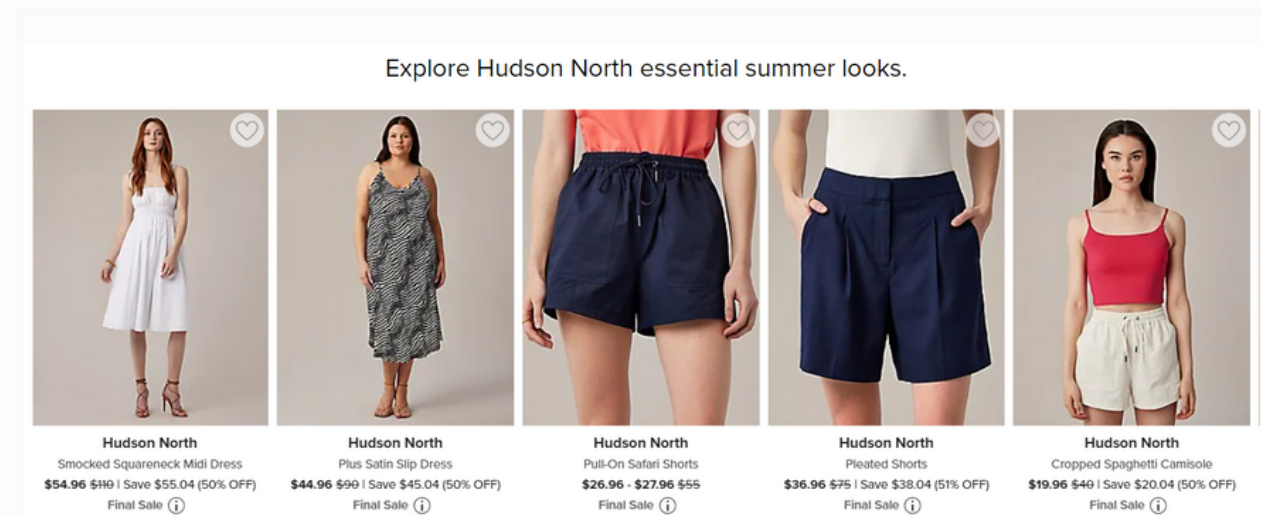
Brand name	Size: 14px; Weight: 700; Line height: 21px; Type: Bold
Product title	Size: 14px; Weight: 500; Line height: 21px
Product price	Size:16px; Weight: 700; Line height: 24px; Type: Bold
Sale information	Size:12px; Weight: 400; Line height: 18px
Final sale	Size:12px; Weight: 400; Line height: 18px; Type: Semibold

Brand Design Guidelines

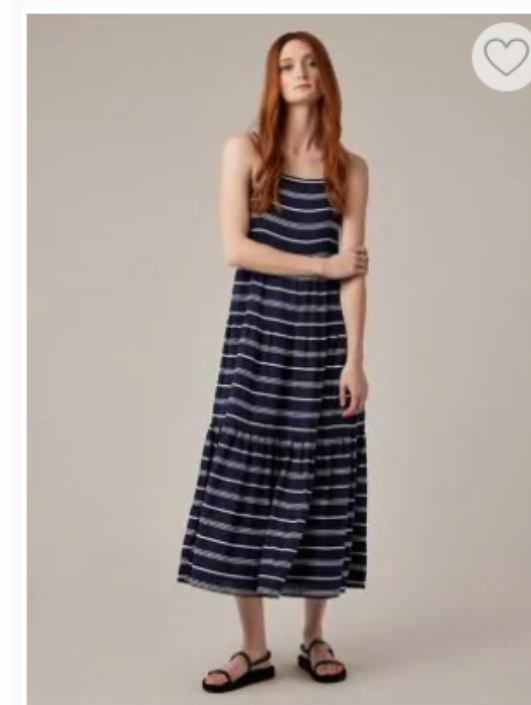
Typography usage



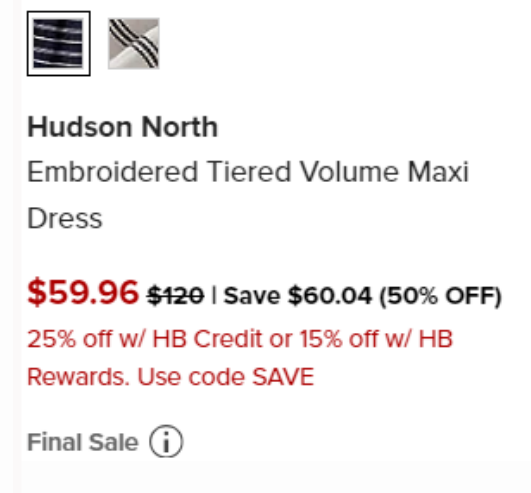
The home page



Product description in the home page



Product description in the product category page



Brand Design Guidelines

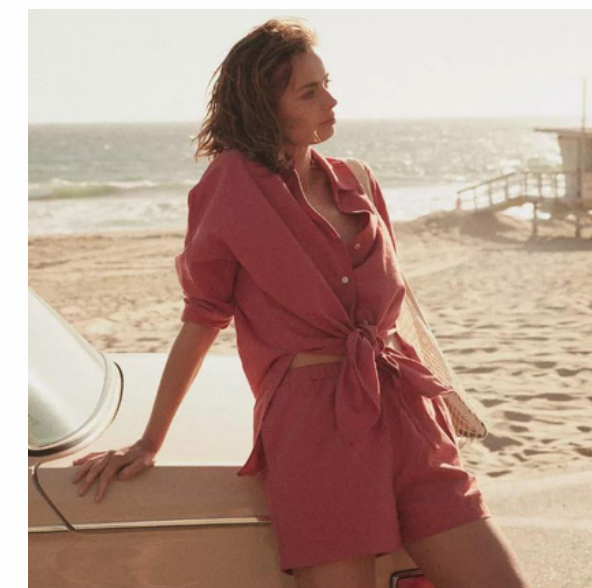
Significance of Images

The significance of images in expressing our brand's identity and capturing the attention of our target audience. The photography incorporates visually appealing photos that represent our fundamental concepts of elegance, style, and authenticity in order to maintain a consistent visual language that increases brand recognition by sticking to these ideals.

Image Guidelines

- Choose modern, high-quality, and original images.
- Embrace diversity to showcase inclusivity and representation.
- Prioritize lighting, color balance, and composition for visually appealing pictures.
- Ensure aesthetic consistency with the color palette and typography guidelines.

Note: You must need to follow each guideline every time you select an image for any Hudson's Bay-related content.



Brand Design Guidelines

Guidelines for Tables

If you are using tables in your content then they should be grey-shaded tables in every content type.

These are the guidelines for the tables

- Centre align the contents in the row as well as in the header rows.
- Use bold fonts in the header row.
- Use Title case for the header row.
- Use even dimensions for rows and columns.

Purchase Amount	Payment Options	Number of payments	Total repayment Amount	Credit rate (APR)	Total cost Of borrowing	Total interest charges
\$1200	\$102.73/month	12	\$1232.73	5%	\$32.73	\$32.73
\$200	\$50/biweekly	4	\$200	0%	\$0	\$0

Alpha	Neck	Chest	Sleeve
S	14" - 14.5"	34" - 36"	32" - 33"
M	15" - 15.5"	38" - 40"	33" - 34"
L	16" - 16.5"	42" - 44"	34" - 35"
XL	17" - 17.5"	46" - 48"	35" - 36"
XXL	18" - 18.5"	50" - 52"	36.5" - 37"

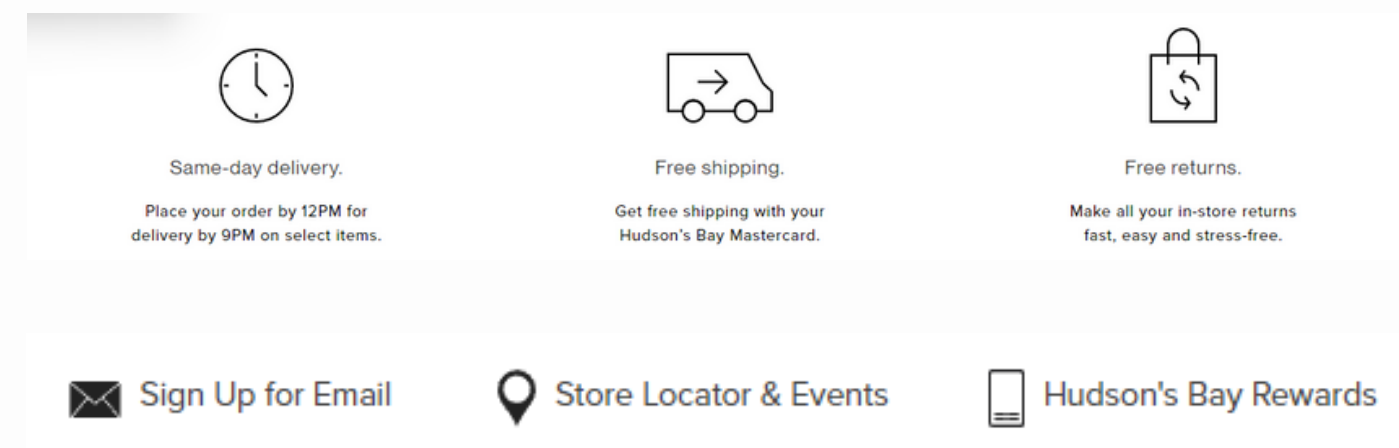
Brand Design Guidelines

Guidelines for Graphic Elements

The elements used in the website reflect the brand's identity. So, all the graphical elements should be simple and sophisticated.

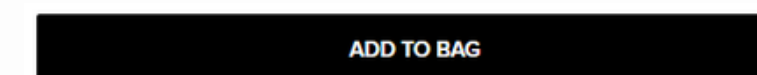
Icons

- Use icons to enhance the design.
- Do not make a design out of balance by adding an excessive number of icons.
- Use icons to present an action, step, or process.
- Use only line icons in designs.
- Do not use large, colourful, and designer icons.



Buttons

- The text button animates into solid buttons when hovered over it.
- They are used as CTAs on the home page.
- They are assertive and help the user to navigate to the action.
- The solid buttons are only used in the shopping experience. It is to bring the user's attention to the main task in the process.
- Make buttons easy to identify and easy to read.
- always use active links associated with the buttons.
- Use bold fonts and contrast colors.



Brand Tone and Voice Guidelines

Tone

Our brand tone at Hudson Bay is sophisticated, elegant, and welcoming. It reflects our commitment to providing a classy experience while ensuring a warm and inviting environment for our loyal customers. We aim for a balance between sophistication and approachability, making each interaction with our brand unique and welcoming.

Sophisticated

Our communication style mirrors our commitment to quality, attention to detail, and thoughtful selections. We use refined terminology and coherent messaging to showcase our expertise in fashion, home décor, and lifestyle.

Elegant

From our logo to our design components, our visual identity represents the everlasting beauty and sophisticated elegance that we provide to our consumers. Our written material is elegant and polished, giving a feeling of elegance and flair.

Welcoming

Creating a warm and welcoming environment for our customers is essential. At Hudson Bay, we prioritize friendliness, approachability, and a sense of community, fostering lasting connections and partnerships.

Example

"Welcome to Hudson Bay, where everyone is part of our family. We're here to make your experience delightful, with personalized service and a smile on our faces."

Brand Tone and Voice Guidelines

Voice

Our brand voice is refined, engaging and trustworthy. Hudson Bay's brand voice reflects our distinct personality and the manner in which we connect with our valued consumers.

Refined

Our brand voice is sophisticated and elegant, reflecting our commitment to quality and attention to detail. We use precise, polished language to highlight our expertise in fashion, home decor, and lifestyle.

Engaging

At Hudson Bay, we promote interaction through a conversational and participatory approach. Our language inspires genuine connections and encourages engaging discussions. Our goal is to build relationships and generate excitement about our brand.

Welcoming

Trust is the cornerstone of our brand. We communicate with accuracy, insights, and professionalism to inspire confidence in our audience. We aim to be a trusted source of inspiration and knowledge, earning the loyalty and respect of our consumers.

Example

"At Hudson Bay, our team of experts is here to guide you through the latest trends and help you find the perfect products that meet your needs. We pride ourselves on our deep knowledge and commitment to delivering exceptional quality."

Brand Tone and Voice Guidelines

Voice and Tone Usage

GET REWARDED
FOR THE THINGS
YOU LOVE.

HB Credit banner

All the services you need
to get everything you love.

Shopping should be easy. So we made
it that way for you, only at The Bay.

Services page

Brand Writing Style Guidelines

Grammar

Consistency in grammar and punctuation usage will enhance the overall quality of our brand's communication and contribute to a cohesive online presence.

Please adhere to the following guidelines when creating content for thebay.com

Using Active Voice

Use active voice to emphasize the subject performing the action.

Example: "Our designers create unique and innovative fashion collections."

Using Passive Voice

Avoid excessive use of the passive voice, which can make sentences sound less engaging.

Example: "Unique and innovative fashion collections are created by our designers."

Tenses

- To interest the audience and motivate them to act, use the present tense in headlines, slogans, and appeals to action.

Example: "Experience the exquisite quality of Hudson Bay's finest spa products."

- Use the past tense to convey the brand's history, accomplishments, and previous events.

Example: "Since 1970, Hudson Bay has served as a reliable supplier of high-quality goods."

- The future tense is used to build anticipation and euphoria for forthcoming activities, product launches, or promos

Example: "Keep watching for our amazing new collection, which will be available in Hudson Bay outlets soon."

Brand Writing Style Guidelines

Sentence structure

- Use complete sentences with a subject and verb.
- Avoid sentence fragments or run-on sentences.
- Vary sentence lengths to create a natural flow in your writing.

Example:

Our brand combines timeless elegance with modern trends."

"By incorporating sustainable materials into our designs, we contribute to a greener future."

Pronoun usage

- Use pronouns to replace nouns to avoid repetition.
- Ensure that pronouns agree with the gender and number of the nouns they replace.

Example:

"She loves the new collection. It showcases her unique style." (Using pronouns to avoid repetition)

Brand Writing Style Guidelines

Punctuations

Colon (:)

- Use a colon to introduce a list, especially when preceded by a complete sentence.
- Use a colon to introduce a quotation or an example.

Example: "Discover our latest collection: vibrant colors, timeless designs, and unmatched quality."

Question mark (?)

- Use a question mark at the end of a direct question.
- Do not use a question mark for indirect questions or rhetorical questions.

Example: "Are you ready to elevate your style with our new collection?"

Exclamation mark (!)

- Use an exclamation mark to express strong emotion, surprise, or urgency.
- Use sparingly and reserve for situations that genuinely require emphasis.

Example: "Don't miss out on our exclusive sale!"

Brand Writing Style Guidelines

Capitalisation

Title case is used mostly in the website. Sentence case is used for body and headings.

Text category	Style
Product categories	ALL CAPS
Headings	Sentence case
Body content	Sentence case
Footer text	Title case

Text category	Style
Brand name	Title case
Product description	Title case
Sale information	Title case
Filter categories	Title case

Brand Writing Style Guidelines

Product Vocabulary

Use clear and accurate vocabulary for product that is easily understandable.

Product name

- Use meaningful product names that reflect the essence of the product.
- Capitalize the first letter of each major word. This style gives our product catalogue a professional and polished look.
- In product names, avoid using abbreviations or acronyms.

Weight usage

- Pounds (lb)
- Use "lb" as the abbreviation for pounds.
- Use pounds to express weight, particularly for products in regions where pounds are commonly used for measurement.

Example:

"This handbag weighs 2 lb."

"The weight limit for this item is 10 lb."

Brand Writing Style Guidelines

Spelling style

- Use Canadian English spelling conventions.
- Maintain accurate spelling.
- Be mindful of commonly misspelled words.

For example, use color instead of colour.

Word usage

- Use clear language to convey message.
- Avoid technical words and maintain consistency in terminology.
- Ensure accuracy in word usage.
- Avoid using confusing words that may lead to misinterpretation.

Accessibility and Inclusion

Web Content Accessibility Guidelines (WCAG)

Our website adheres to the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA. These guidelines are designed to make web content more accessible to people with disabilities, including visual, auditory, cognitive, and motor impairments.

Audio and Video Descriptions

In addition to captions and transcripts, we include audio descriptions for visual content and video descriptions for non-audio content. This allows users with vision impairments to access all aspects of our media.

Inclusive Language

We strive to use inclusive language that respects and acknowledges the diverse identities and backgrounds of our audience. We avoid any language that may be considered offensive or exclusionary.

Our Commitment

We believe that accessibility is a fundamental aspect of diversity and inclusion. We are dedicated to complying with international accessibility standards and continually improving our practices to enhance accessibility for all.

Accessibility and Inclusion

Image Accessibility

All images used in our digital and print materials must include descriptive alternative text (alt text). This ensures that users with visual impairments using screen readers can understand the content of the images

Readable Fonts and Color Contrast

We maintain a selection of readable fonts and enforce appropriate color contrast to enhance legibility for individuals with visual impairments.

Keyboard Accessibility

Our websites and applications are designed to be fully navigable using a keyboard. This ensures that users who cannot use a mouse, or those who rely on assistive technologies like screen readers, can access all functionalities seamlessly.



Content-Specific Writing Guidelines

Hudson's Bay has specific content guidelines based on audience, objectives, and content types. This section focuses on style guidelines and brand policies for various digital content, including flyers, email newsletters, social media, gift registry, rewards section, and company profiles.

By following these guidelines, you can maintain Hudson's Bay's brand image, voice, and tone. Please note that these guidelines apply to website and digital copies, not necessarily to print or other content formats.

Types of Content

- Flyers
- Social media
- Gift registry
- Newsletter
- Rewards



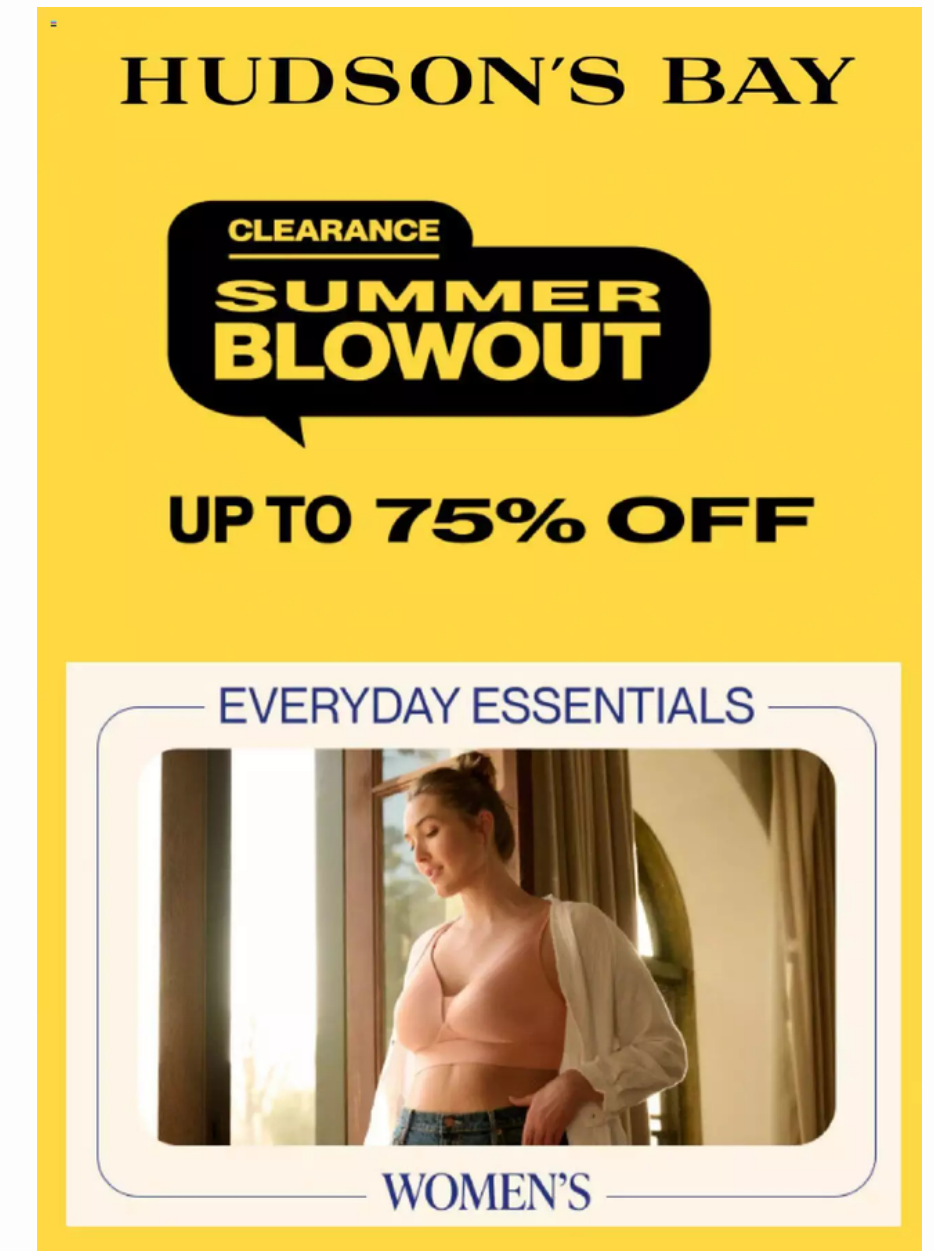
Content-Specific Writing Guidelines

Writing for the Flyer Content

Our flyer content is a page where we post the latest ads and quick discount offers. This section includes various color themes, images, ad copies, and call-to-action buttons. Here is the list of things you need to keep in mind while working on flyer content.

Guidelines for the Flyer Content

- Keep main flyer titles and ad copy headings short and concise. Use all capital letters, bold font, and large sizes for emphasis.
- Each ad copy should have a sale title, highlighted with contrasting colors. Include product categories and brand names using minimal words.
- Each clickable flyer ad should have an extended section on the left side. Highlight the sale price in a different color. Include terms and conditions with italic fonts at the end of each ad. Add two call-to-action buttons at the bottom for direct purchase and to save the item for later.
- Include relevant terms and conditions at the bottom of each flyer page in 8pt font size. Also, add a QR code to find the nearest location at least once on each page.



Content-Specific Writing Guidelines

Writing for the E-mail Newsletter

Understand these key elements before you start working on email newsletters.

KEY ELEMENTS	DESCRIPTION
Purpose category	We use email newsletters for sales, new arrivals, celebrations, personalized communication, and more. Understand the email's objective to create an appealing message using appropriate techniques.
Audience	Understanding the audience is crucial for a perfect email newsletter. Consider demographic and psychographic factors to meet expectations and deliver the message using best brand practices.
Individual Objective	Have a clear, well-defined objective before writing an email newsletter. It provides the right direction and explains the purpose behind the message.

Content-Specific Writing Guidelines

Guidelines for the E-mail Newsletter

Header: You must need to use Hudson's Bay brand logo in the header section without any distortion or modification. Additionally, you also need to add general shopping categories with working hyperlinks.

Tone and Voice: Maintain a professional and friendly tone in email newsletters, reflecting Hudson's Bay Company's values and brand personality. Tailor the tone to suit the target audience, keeping it engaging and conversational.

Subject: Keep subject lines concise, compelling, and relevant to the content. Use action-oriented language to entice recipients to open the email.

Introduction: Start with a personalized greeting for a friendly tone. Give a brief overview of the newsletter's content to set expectations.

Content organization: Use clear headings and subheadings to organize content. Break text into short paragraphs and use bullet points or numbered lists for readability. Highlight important details with bold or italic formatting.

Content-Specific Writing Guidelines

Call-to-Action: Include clear and concise CTAs in email newsletters. Use actionable language to encourage recipients to take the desired action. Ensure CTA buttons or links are visually distinct and easy to locate.

Personalization: Utilize personalization tokens to address recipients by their names when possible. Tailor content based on recipient preferences or past interactions.

Proofreading and grammar: Thoroughly proofread all content for accuracy and proper grammar. Check for spelling, punctuation, and grammatical errors. Use concise language, avoiding jargon or complex terms.

Footer: Include essential contact information (customer support email and phone number). Provide links to social media profiles and the website. Add an option for recipients to unsubscribe or manage subscription preferences.

Content-Specific Writing Guidelines

Writing for the Social Media Content

Social media content must align with brand guidelines and platform parameters. Hudson's Bay is active on YouTube, Instagram, Facebook, and Pinterest. Follow these common guidelines for all platforms when working with content.

KEY ELEMENTS	DESCRIPTION
Tone and voice	Maintain a friendly, inclusive, and professional tone. Reflect the brand's heritage with a conversational and engaging voice, balancing authenticity and enthusiasm to connect with the audience.
Language and grammar	Use clear, concise language in an active voice. Keep sentences and paragraphs short. Proofread content for grammar, spelling, and punctuation errors before publishing.
Audience consideration	Consider the target audience when creating content. Tailor the tone and style for diverse demographics, including age groups, genders, and interests. Use inclusive language and avoid offensive or exclusionary content.

Content-Specific Writing Guidelines

Content creation

If you are directly working with content creation, then keep these guidelines in mind.

Storytelling: The content style should be relaxed, modern, and inclusive. Use the latest storytelling trends to connect with the audience. Be specific with the brand image used to reflect Hudson's Bay's values, quality, and experience.

Visuals: Use high-quality images and videos showcasing products, events, or lifestyle moments that resonate with the brand. Ensure visuals are on-brand and aligned with the overall style and aesthetics.

Hashtags: Incorporate relevant and popular hashtags to increase content visibility and reach. Research trending hashtags and use them strategically to align with social media goals. Utilize company-specific hashtags to build brand identity and trust.

Examples of hashtags:

#HBCOlympics

#Wearewinter

#Thebay

Content-Specific Writing Guidelines

Interaction with audience

On social media platforms When your content is a part of interaction with the audience then focus on these standards.

Engagement

- Encourage engagement by asking questions, inviting feedback, and responding promptly.
- Stay positive and helpful in interactions with followers.

Brand voice

- Maintain brand voice with straightforward sentences and a professional image.
- Be friendly and active, acknowledging positive comments and questions.
- Address negative comments with a polite and strictly professional tone.

Participation

- Continuous engagement requires understanding the brand's personality and standards.
- Stick to the core content idea, avoid long metaphors, and maintain healthy communication with the audience when representing the company.

Review and approval

All social media content should be reviewed and approved by the designated stakeholders or a dedicated content team to ensure compliance with brand guidelines and messaging.

Content-Specific Writing Guidelines

Writing for the Gift Registry

A gift registry is a section on the website to introduce the audience to Hudson's Bay's unique feature that allows users to create, sort and filter their own shopping category. Creating registries for their personal needs and occasions can help the brand to understand their audiences more and related sales data.

The gift registry should have these five sections

- Header
- Introduction to gift registry feature
- Examples of registries
- Benefits of using Hudson's Bay's registry feature



Content-Specific Writing Guidelines

Follow these guidelines when writing for the gift registry content

- **Header:** The header section should have the latest sale offer going on. This section only includes an image that is already live on the landing page. Do not change the image or use any different image than the main page.
 - **Headings:** Use H1 and H2 level of headings. Keep a 30pt size for the H1 heading and a 22pt size for the H2 heading. Add a period at the end of headings. Make the headings short, straightforward, and active.
-
- Add steps whenever necessary to guide the audience on how to use this feature
 - Keep the content short for steps.
 - Keep the content friendly, action specific and professional.
 - Do not make the content highly professional, technical, or a complicated mix of active and passive sentence combinations.
 - Use one or two CTA buttons on a page with a maximum two-word count for each title.

Content-Specific Writing Guidelines

Writing for the Rewards Page

Hudson's Bay's rewards page introduces the audience to the rewards program where they can earn points and get benefits by becoming a member. This page has a lot of information about the rewards program and ways to enrol in it.

Headings

- The rewards page has a bold and vibrant theme that requires many attractive headings.
- Use H1 to H4 level of headings on the rewards page.
- Only capitalize the first letter of the heading.
- Use a period at the end of the headings.

Call to action

- On Hudson's Bay's rewards page, you have to use 8-10 call-to-action buttons.
- The action button to apply for the rewards program should appear in various sections and multiple times.
- Use two to three actionable words for each call-to-action button.



Content-Specific Writing Guidelines

Information

- You have to explain how the rewards program works, the benefits of this program and other details by utilizing various content display styles and different spaces on the page.
- Use different and informative headings
- Use actionable steps whenever necessary
- Keep the tone friendly and casual but professional as well.
- Do not add long paragraphs in any section.
- Keep the content modern short and versatile for other digital platforms as well.



Content-Specific Writing Guidelines

Affiliated brand

- Associated brands offer additional benefits with Hudson's Bay rewards cards.
- Include a section for the Hudson's Bay MasterCard program. Advertise Neo financial card program in a separate section, but don't overload the main page copy.
- Use links to redirect for detailed information.
- Create four sections for the detailed page: **Ways to apply, MasterCard features, additional benefits, and a comparison chart.**
- Keep other affiliated brand sections brief, limited to 50 words max.

FAQs

- Include five FAQ topics on the main page with a link to an extended FAQ page.
- Write questions in first-person grammar and answers in second person.
- Avoid a third-person tone and passive voice unless necessary.
- Keep FAQ topics within 150-200 words and divide them into subtopics if needed.
- Avoid charts, images, steps, and tutorial-style writing in the answers.

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