



Macy's

Brand and copy guidelines
2025

Table of contents

- ★ Macy's brand positioning
- ★ Macy's tone of voice

★ Our brand positioning

We curate to create meaning and delight. When customers leave with our products, they go on to become part of their story.

We don't just tell stories—we bring them to life. Our experiences (shopping and entertainment) spark joy, wonder, and connection, adding genuine value to our customers' lives.

We bring stories worth sharing to life.

We intentionally curate products, brands, and value that are both accessible and aspirational.

Customers can trust us to meet and exceed their needs—knowing they'll find exactly what delights them today and what they'll treasure tomorrow.



How we “bring stories worth sharing to life” is what differentiates us in the market, informing both what we do and what we say.

OUR CURATION

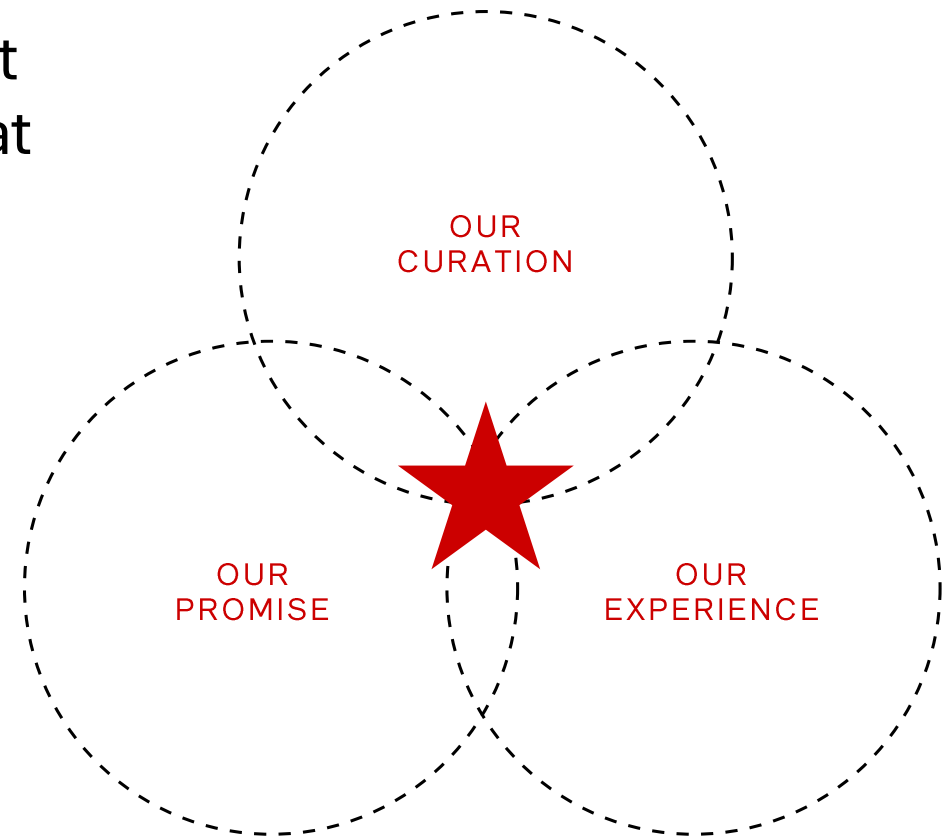
We curate with intention, bringing forward only what's truly "worth sharing," then articulate why each selection deserves a place in our customers' lives.

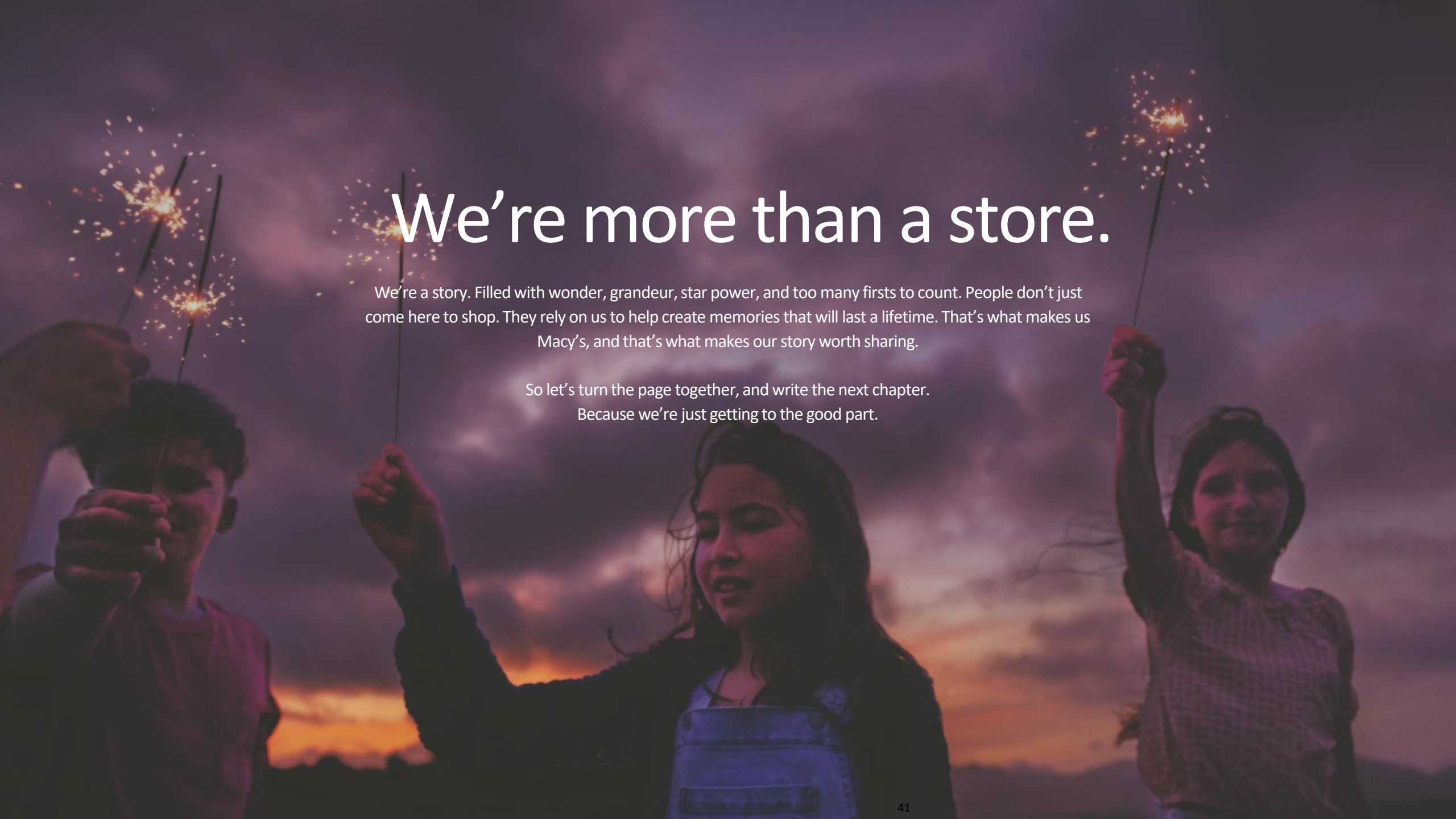
OUR EXPERIENCE

We craft immersive moments that transform shopping into discovery, creating “stages” where brands shine and customers feel both inspired and understood.

OUR PROMISE

We prioritize trust over transactions, meeting customers exactly where they quality that speaks volumes and selections that transform their everyday.



A photograph of three children holding lit sparklers against a dramatic, cloudy sunset sky. The child on the left is a boy in a dark shirt, the middle child is a girl in a dark shirt and blue overalls, and the child on the right is a girl in a light-colored patterned shirt. The sparklers are bright and create a warm, celebratory atmosphere.

We're more than a store.

We're a story. Filled with wonder, grandeur, star power, and too many firsts to count. People don't just come here to shop. They rely on us to help create memories that will last a lifetime. That's what makes us Macy's, and that's what makes our story worth sharing.

So let's turn the page together, and write the next chapter.
Because we're just getting to the good part.

★ Our tone of voice

The Core Principles of Our Brand Voice



Helpful

- ✓ Offer simple, actionable advice that demystifies style and makes people think, "I can do this."
- ✓ Be clear that there is never just one way, and offer options whenever it makes good sense.



Inspiring

- ✓ Make our audience feel excited about new possibilities, rather than overwhelmed. (This is a fine line we need to walk carefully.)
- ✓ Show we know that trends are never the only factor in defining personal style.



Witty

- ✓ Come across as wise, playful, and refreshingly honest. Speak like a good friend who has the authority of a style influencer, but doesn't take themselves too seriously. Style is supposed to be fun, after all, and there are no wrong answers.



Welcoming

- ✓ Use friendly, down-to-earth language. Never exclusive in the way fashion editors or luxury brands can be when giving style advice.
- ✓ Reinforce great value through "under \$XX" & "starting at" prices, discounts, and Star Rewards. Show how shopping with us is accessible every day.

How that gets articulated across touchpoints

✓ MACY’S BRAND VOICE IS:

THOUGHTFUL	We speak with intention and care, always considering how our words can add value, not noise, to busy days.
GENUINE	We keep it real, never glossing over challenges or overselling on promises.
SURPRISING	We delight in the unexpected, offering fresh perspectives and clever insights that insights that make everyday moments feel special.
INVITING	We welcome everyone with warmth, using approachable language that makes that makes everyone feel like they belong, regardless of their style journey. journey.
JOYFUL	We celebrate the bright moments, infusing our words with energy that lifts spirits that lifts spirits and spreads positivity.
RELATABLE	We connect through shared experiences, acknowledging the ‘perfectly ‘perfectly imperfect’ of life with humor and understanding.

✗ MACY’S BRAND VOICE IS NOT:

- PRECIOUS
- UNFILTERED
- ECCENTRIC
- OVERBEARING
- SACCHARINE
- CLICHÉ



When actioning the Macy's brand voice...

✓ PLEASE DO

Anticipate questions and provide helpful solutions proactively.

Keep messages concise and purposeful.

Show an understanding of our customers' multifaceted lives.

Add unexpected moments of surprise and delight

Celebrate life's moments – big and small, perfect and imperfect

✗ PLEASE DON'T

Overwhelm with excessive information or overthink simple messages

Talk down to our audience

Romanticize struggles or difficulties beyond recognition

Be random or shocking for the sake of attention

Force saccharine positivity or lower expectations for our brand



When the Macy's brand speaks to customers we should be saying things that are:

MEANINGFUL

Adding genuine value, not just talking for the sake of saying something

MOTIVATING

Inspiring action of intention

MERRY

Spreading joy and making people feel a sense of optimism



Thank You