4 seasons

Brand Guidelines Oct 2021

SPOTLIGHT

Brand Overview

The purpose of this document is to work as a guide for all those who brief, create or approve any kind of packaging for the 4 Seasons brand.

The rules and examples will ensure all applications are consistent in-store regardless of the department, format or supplier.

4 SEASONS represents the yarn suitable for all the knitting and crochet projects 4 Seasons of the year.

Fairly basic in nature, the core basics consist of 4ply, 8ply, 10ply and 12ply and includes acrylic, cotton, wool and blends. It is the mass-volume, sales driver of the spotlight business.

TIER	Brand	Categories	Household Type	Brand Values	Brand Personality
GOOD	4 SEASONS	Yarn	Traditonal Contemporary Classic On Trend Beach House Essentials	• Honest • Thoughtful • Mainstream • Dependable • Practical • Down-to-Earth	• Caring * Loving * Fun * Soft Delicate * Emotive

Brand Toolkit

Logo

Clearspace

Clearspace is applied to ensure the logo is clearly visible and stands out on shelf. The minimum clearspace around the logo (X) is determined by the space between the logotype and the holding shape.

Incorrect Usage

Don't compress or stretch

Don't apply 3D effects

Don't skew or distort

Don't change colours

Don't change the font

Don't apply over a busy image

Brand Toolkit

Colour

C 70	R 45
M 55	G 50
Y 100	B 15
K 65	
Dk Green	

C 60	R 98
M 40	G 108
Y 100	B 47
K 25	
Green	

66% tint	
Green	

C 5	R 239
M 6	G 233
Y 9	B 226
K 0	
Buff	

The 4 Seasons colour palette is a very simple range of greens and buff. The colours are to be printed in CMYK (4 colour process).

Typography

ABC

**PROXIMA NOVA
SEMI BOLD**
abcdefghijklmnopqrstuvwxyz

**PROXIMA NOVA
MEDIUM**
abcdefghijklmnopqrstuvwxyz

**PROXIMA NOVA
REGULAR**
abcdefghijklmnopqrstuvwxyz

Proxima Nova is an Adobe front and can be accessed as part of the Adobe Creative Cloud.

Icons

Icons are simple and graphic.

Biologico
Certificato da ICEA [GOTS 2015-009]

Fibre Certification icons should be included on the front face, if the yarn qualifies.

Background Image

The 4 Seasons background image is a subtle knitted texture that can be tiled together to create any size image.

It is printed in CMYK (4 colour process.)

4 Seasons / Packaging Examples

Standard Label (Vertical)

Standard Label (Horizontal)

Donut Ball Label

Header Card

4 Seasons / Yarn / **Standard Label (Vertical)**

with Fibre Certification

4 Seasons / Yarn / **Standard Label (Vertical)**

Artwork shown at 70%

Substrate:
Coated Paperstock

Left Label

50mm

20mm Overlap

GLUE AREA

Made for Spotlight Pty Ltd
www.spotlightstores.com

Side A (1/3)

Colour Name   Dye Lot: 02

9 123456 789129

Background Texture

**Made for Spotlight
Website Address**
• 9pt/Auto Proxima Nova Medium
• Sentence Case
• Centered

**Colour Name
Dye Lot Number**
• 7pt Gotham Narrow

Barcode
All products require an
EAN-13 barcode and must
meet GS1 specifications.

Logo

230mm

Front Face (1/3)

4 seasons

Brighton

Cotton Blend 8 ply

50% Cotton 50% Acrylic

50 g

Product Name
• 28pt Proxima Nova
Regular

Product Description
• 10.5pt Proxima Nova
Medium
• Sentence Case
• Centered

Composition
• 10.5pt Proxima Nova Medium
• Sentence Case
• Centered

Grams per Ball
• 15pt Proxima Nova
Medium

Side B (1/3)

	CARE INSTRUCTIONS
30°	Cool hand wash. Do not bleach. Do not tumble dry. Dry flat in shade. Low iron. Dry cleanable.
	METERS PER BALL 100m
	NEEDLE SIZE 4mm
	KNITTING TENSION 23 stitches x 30 rows (10cm x 10cm sq)

MADE IN CHINA

**Care Instructions
Meters per Ball
Needle Size
Tension**
• 7pt/9pt Proxima Nova
• Titles: Semi Bold, All Caps
• Copy: Regular, Sentence Case

Country of Origin
• 7pt Proxima Nova
Semi Bold

Right Label

**with Fibre
Certification**

50mm

20mm Overlap

GLUE AREA

Made for Spotlight Pty Ltd
www.spotlightstores.com

Side A (1/3)

Colour Name   Dye Lot: 02

9 123456 789129

Background Texture

**Made for Spotlight
Website Address**
• 9pt/Auto Proxima Nova Medium
• Sentence Case
• Centered

**Colour Name
Dye Lot Number**
• 7pt Gotham Narrow

Barcode
All products require an
EAN-13 barcode and must
meet GS1 specifications.

Logo

230mm

Front Face (1/3)

4 seasons

Brighton

Cotton Blend 8 ply

50% Cotton 50% Acrylic

ICEA   FIDUCIA NEL TESSILE

Biologico
Certificato da ICEA [GOTS 2015-009]

50 g

Product Name
• 28pt Proxima Nova
Regular

Product Description
• 10.5pt Proxima Nova
Medium
• Sentence Case
• Centered

Composition
• 10.5pt Proxima Nova Medium
• Sentence Case
• Centered

Fibre Certification
If required, this should be shown
on the front face of the label

Grams per Ball
• 15pt Proxima Nova
Medium

Side B (1/3)

	CARE INSTRUCTIONS
30°	Cool hand wash. Do not bleach. Do not tumble dry. Dry flat in shade. Low iron. Dry cleanable.
	METERS PER BALL 100m
	NEEDLE SIZE 4mm
	KNITTING TENSION 23 stitches x 30 rows (10cm x 10cm sq)

MADE IN CHINA

**Care Instructions
Meters per Ball
Needle Size
Tension**
• 7pt/9pt Proxima Nova
• Titles: Semi Bold, All Caps
• Copy: Regular, Sentence Case

Country of Origin
• 7pt Proxima Nova
Semi Bold

4 Seasons / Yarn / **Standard Label (Horizontal)**

with Fibre Certification

4 Seasons / Yarn / Standard Label (Horizontal)

Artwork shown at 65%

Substrate:
Coated Paperstock

Background Texture

Logo

Colour Name
Dye Lot Number
• 7pt Gotham Narrow

400mm

60mm

GLUE AREA

4 seasons

Brighton

Cotton Blend 8 ply

50% Cotton 50% Acrylic

50 g

30° CARE INSTRUCTIONS
Cool hand wash.
Do not bleach.
Do not tumble dry.
Dry flat in shade.
Low iron.
Dry cleanable.

MADE IN CHINA

METERS PER BALL
100m

NEEDLE SIZE
4mm

KNITTING TENSION
23 stitches x 30 rows
(10cm x 10cm sq)

4 seasons

Brighton

Cotton Blend 8 ply

50% Cotton 50% Acrylic

50 g

Made for Spotlight Pty Ltd
www.spotlightstores.com

Colour Name   Dye Lot: 02

9 123456 789129

20mm Overlap

Back Face (1/4)

Side A (1/4)

Front Face (1/4)

Side B (1/4)

Grams per Ball
• 12pt Futura PT Condensed Book
• All Caps
• Centered

Product Description Composition
• 11pt Proxima Nova Regular
• Centered

Country of Origin
• 7pt Proxima Nova Semi Bold

Product Information Title and Directions
• 7pt/9pt Proxima Nova Semi Bold and Regular
• Left Aligned

Barcode
All products require an EAN-13 barcode and must meet GS1 specifications.

Made for Spotlight Website Address
• 9pt/11pt Futura PT Book
• Sentence Case
• Centered

Grams per Ball
• 14pt Futura Pt Book

4 Seasons / Yarn / **Standard Label (Horizontal)**

Artwork shown at 65%

Substrate:
Coated Paperstock

with Fibre Certification

Background Texture

Logo

Fibre Certification
If required, this should be shown on the front face of the label

Colour Name
Dye Lot Number
• 7pt Gotham Narrow

400mm

60mm

GLUE AREA

4 seasons

Brighton

Cotton Blend 8 ply

50% Cotton 50% Acrylic

50 g

Biologico
Certificani da ICEA
[GOTS 2015-009]

FIDUCIA
NELTESSILE

CARE INSTRUCTIONS
Cool hand wash.
Do not bleach.
Do not tumble dry.
Dry flat in shade.
Low iron.
Dry cleanable.

MADE IN CHINA

METERS PER BALL
100m

NEEDLE SIZE
4mm

KNITTING TENSION
23 stitches x 30 rows
(10cm x 10cm sq)

4 seasons

Brighton

Cotton Blend 8 ply

50% Cotton 50% Acrylic

50 g

Biologico
Certificani da ICEA
[GOTS 2015-009]

FIDUCIA
NELTESSILE

Made for Spotlight Pty Ltd
www.spotlightstores.com

Colour Name   Dye Lot: 02

9 123456 789129

20mm
Overlap

Back Face (1/4)

Side A (1/4)

Front Face (1/4)

Side B (1/4)

Grams per Ball
• 14pt Futura Pt Book

Grams per Ball
• 12pt Futura PT
  Condensed Book
• All Caps
• Centered

Product Descripton
Composition
• 11pt Proxima Nova
  Regular
• Centered

Country of Origin
• 7pt Proxima Nova
  Semi Bold

Product Information
Title and Directions
• 7pt/9pt Proxima Nova
  Semi Bold and Regular
• Left Aligned

Barcode
All products require
an EAN-13 barcode
and must meet
GS1 specifications.

Made for Spotlight
Website Address
• 9pt/11pt
  Futura PT Book
• Sentence Case
• Centered

4 Seasons / Yarn / **Donut Ball Label**

with Fibre Certification

4 Seasons / Yarn / **Donut Ball Label**

Artwork shown at 70%

Substrate:
Coated Paperstock

63mm

with Fibre Certification

63mm

Side A (1/3)

Made for Spotlight Pty Ltd
www.spotlightstores.com

CARE
INSTRUCTIONS
Cool hand wash
Do not bleach.
Do not tumble dry.
Dry Flat in shade.
Low iron.
Dry cleanable.

Made for Spotlight
Website Address
• 7pt/Auto Proxima Nova
  Medium
• Sentence Case
• Centered

Care Instructions
• 7pt/9pt Proxima Nova
• Titles: Semi Bold, All Caps
• Copy: Regular, Sentence Case

Barcode
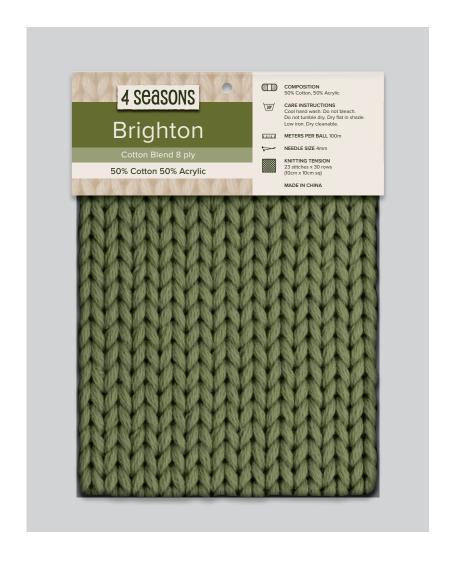All products require an
EAN-13 barcode and must
meet GS1 specifications.

Colour Name
Dye Lot Number
• 5pt Gotham Narrow

Logo

4 seasons
Style Name

Cotton Blend 8 ply

50% Cotton 50% Acrylic

50 g

Product Name
• 28pt Proxima Nova
  Regular

Product Description
• 10.5pt Proxima Nova
  Medium
• Sentence Case
• Centered

Composition
• 10.5pt Proxima Nova Medium
• Sentence Case
• Centered

Background Texture

METERS PER BALL
100m

NEEDLE SIZE
4mm

KNITTING
TENSION
23 stitches
x 30 rows
(10cm x
10cm sq)

MADE IN CHINA

Grams per Ball
• 15pt Proxima Nova
  Medium

Meters per Ball
Needle Size
Tension
• 7pt/9pt
  Proxima Nova
• Titles: Semi Bold, All Caps
• Copy: Regular, Sentence Case

Country of Origin
• 7pt Proxima Nova
  Semi Bold

Side B (1/3)

Front Face (1/3)

223mm

Side A (1/3)

Made for Spotlight Pty Ltd
www.spotlightstores.com

CARE
INSTRUCTIONS
Cool hand wash
Do not bleach.
Do not tumble dry.
Dry Flat in shade.
Low iron.
Dry cleanable.

Made for Spotlight
Website Address
• 7pt/Auto Proxima Nova
  Medium
• Sentence Case
• Centered

Colour Name
Dye Lot Number
• 5pt Gotham Narrow

Logo

4 seasons
Style Name

Cotton Blend 8 ply

50% Cotton 50% Acrylic

Biologico
Certificato da ICEA [GOTS 2015-009]

50 g

Care Instructions
• 7pt/9pt Proxima Nova
• Titles: Semi Bold, All Caps
• Copy: Regular, Sentence Case

Barcode
All products require an
EAN-13 barcode and must
meet GS1 specifications.

Product Name
• 28pt Proxima Nova
  Regular

Product Description
• 10.5pt Proxima Nova
  Medium
• Sentence Case
• Centered

Fibre Certification
If required, this should
be shown on the front
face of the label

Composition
• 10.5pt Proxima Nova Medium
• Sentence Case
• Centered

Background Texture

METERS PER BALL
100m

NEEDLE SIZE
4mm

KNITTING
TENSION
23 stitches
x 30 rows
(10cm x
10cm sq)

MADE IN CHINA

Grams per Ball
• 15pt Proxima Nova
  Medium

Meters Per Ball
Needle Size
Tension
• 7pt/9pt
  Proxima Nova
• Titles: Semi Bold, All Caps
• Copy: Regular, Sentence Case

Country of Origin
• 7pt Proxima Nova
  Semi Bold

Side B (1/3)

Front Face (1/3)

223mm

4 Seasons / Yarn / **Header Card**

Artwork shown at 80%

Substrate:
Cardstock

Mockup

4 seasons
Brighton
Cotton Blend 8 ply
50% Cotton 50% Acrylic

COMPOSITION
50% Cotton, 50% Acrylic

CARE INSTRUCTIONS
Cool hand wash. Do not bleach.
Do not tumble dry. Dry flat in shade.
Low iron. Dry cleanable.

METERS PER BALL 100m

NEEDLE SIZE 4mm

KNITTING TENSION
23 stitches x 30 rows
(10cm x 10cm sq)

MADE IN CHINA

Specification diagram

Logo | Background Texture

150mm

60mm

Fold/Crease

60mm

120mm

4 seasons
Brighton
Cotton Blend 8 ply
50% Cotton 50% Acrylic

COMPOSITION
50% Cotton, 50% Acrylic

CARE INSTRUCTIONS
Cool hand wash. Do not bleach.
Do not tumble dry. Dry flat in shade.
Low iron. Dry cleanable.

METERS PER BALL 100m

NEEDLE SIZE 4mm

KNITTING TENSION
23 stitches x 30 rows
(10cm x 10cm sq)

MADE IN CHINA

Product Desciption
• 12pt Proxima Nova
  Medium

Composition
• 12pt Proxima Nova
  Medium

Product Name
• 12pt Proxima Nova
  Regular

Product Information
• 7pt/9pt Proxima Nova
  Semi Bold and Regular
• Left Aligned

Digital Brand Index

Ai, PDF and EPS

These files are in vector format which means they can be scaled to any size without loss of quality.

PNG

These are picture formats suitable for Microsoft Office and web. They should not be used larger than the size supplied. PNG files are equipped with transparency therefore are useful for logo placement on colour backgrounds.

PMS or Pantone

Pantone colours have the highest colour accuracy and vibrancy. Using Pantone inks can be more cost-effective than CMYK when printing in large quantity with up to three solid colours.

CMYK

CMYK to be used for print based applications (offset printing in four colour process).

RGB

RGB to be used in digital applications (on-screen colours for web applications and Microsoft Office).

Supplied Files

4 Seasons Logo.ai

4 Seasons Logo.pdf

4 Seasons Logo.eps

4 Seasons Logo.png

Packaging Files

These working files can be used as a starting point for constructing new label artwork.

4 Seasons Std Label (Vertical).ai

4 Seasons Std Label (Horizontal).ai

4 Seasons Donut Label.ai

4 Seasons Header Card.ai

IMPORTANT! Approvals

All artwork must be sent to Spotlight for approval before printing.

Suppliers – please send artwork to the relevant buyer or assistant.

Please use this guide as a reference for all 4 Seasons products.