

# ABB ROAD

## 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 Abbey Road brand.

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



**ABBAY ROAD** yarn is for the cool kids of knitting. It stands out beyond the trends. The range names are quirky, fun and not mainstream .

The branding is clean and modern, allowing the fun, bright, super-trendy yarn to shine. The yarn is of great quality; niche in its offering and generally European sourced.

Price points are high end, but so is the yarn.

TIER	Brand	Categories	Household Type	Brand Personality	Brand Values
BEST	ABBAY ROAD	Yarn	<ul style="list-style-type: none"> <li>• Contemporary</li> <li>• On Trend</li> </ul>	<ul style="list-style-type: none"> <li>• Fun</li> <li>• Quirky</li> <li>• On Trend</li> <li>• Designer Feel</li> <li>• Individual Style</li> </ul>	<ul style="list-style-type: none"> <li>• Quality</li> <li>• Certification</li> <li>• Driving Trend</li> </ul>

# Brand Toolkit

## Logo

ABB  
EY  
ROAD

## Clearspace

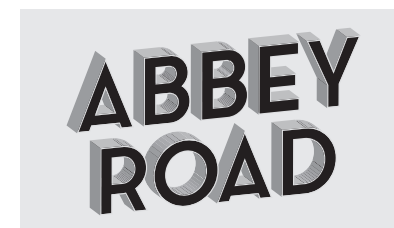
Clearspace is applied to ensure the logo is clearly visible and stands out on shelf. The minimum clearspace around the logo (X) is determined by the space between the two words, as shown.



## Incorrect Usage



**Don't** compress or stretch



**Don't** apply 3D effects



**Don't** skew or distort



**Don't** apply colour



**Don't** change the font



**Don't** apply over an image

# Brand Toolkit

## Colour



Abbey Road is a black and white brand. No other colours are to be used in packaging or other forms or communication.

## Typography

abc  
aqua grotesque  
abcdefghijklmnopqrstuvwxyz

ABC

Roboto Light  
abcdefghijklmnopqrstuvwxyz

Roboto Regular  
abcdefghijklmnopqrstuvwxyz

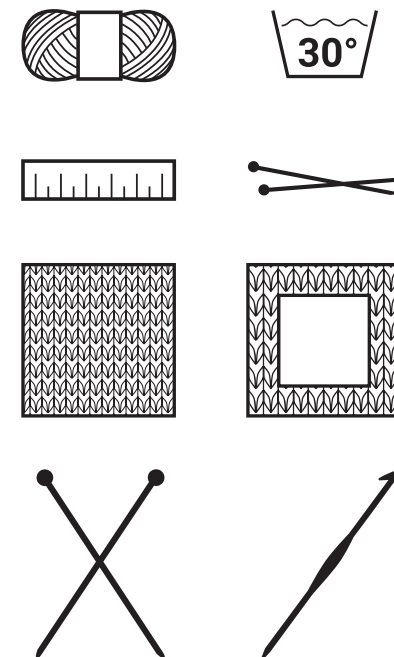
**Roboto Bold**  
abcdefghijklmnopqrstuvwxyz

Aqua Grotesque is only to be used for the product names. Roboto is to be used for all mandatory information.

<https://www.dafontfree.io/aqua-grotesque-font-free/>

<https://fonts.google.com/specimen/Roboto>

## 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.

# Abbey Road / Packaging Examples



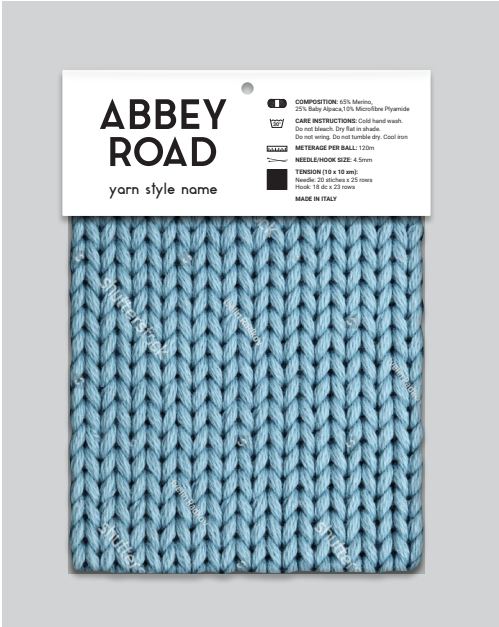
Standard Label (Vertical)



Standard Label (Horizontal)



Donut Ball Label



Header Card

## Abbey Road / Yarn / Standard Label (Vertical)



with Fibre Certification



## Abbey Road / Yarn / Standard Label (Horizontal)



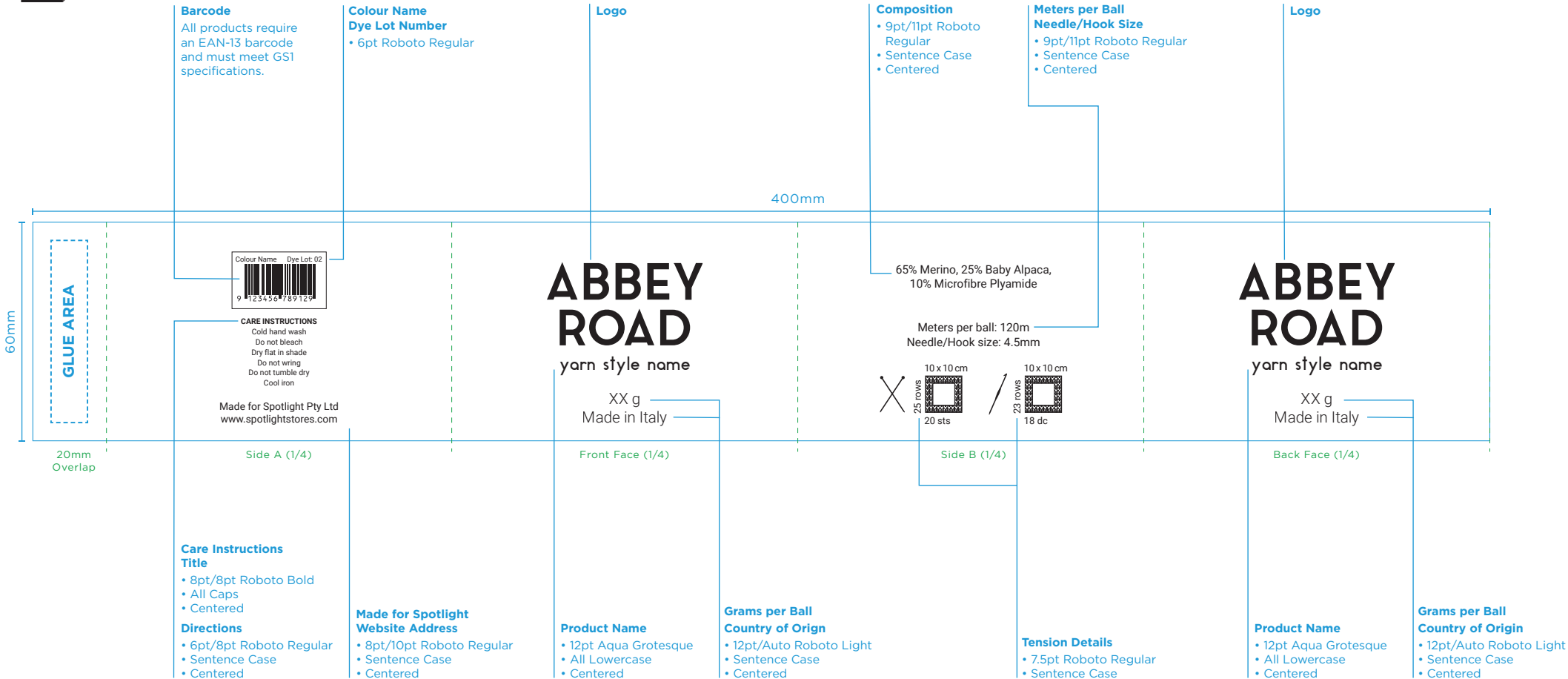
with Fibre Certification

# Abbey Road / Yarn / Standard Label (Horizontal)

Artwork shown at 80%

**Substrate:**

Uncoated Paperstock

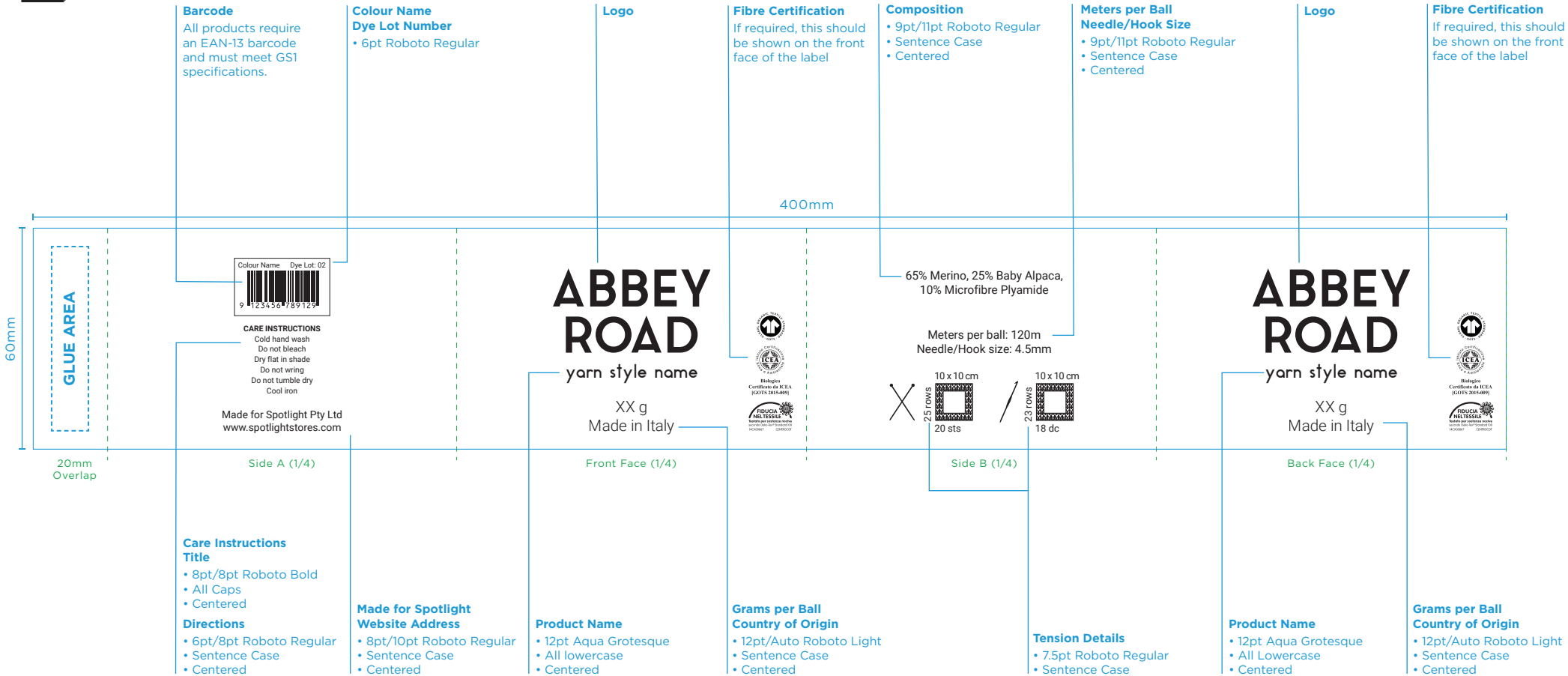


# Abbey Road / Yarn / Standard Label (Horizontal)

Artwork shown at 80%

Substrate:  
Uncoated Paperstock

with Fibre Certification



## Abbey Road / Yarn / Donut Ball Label

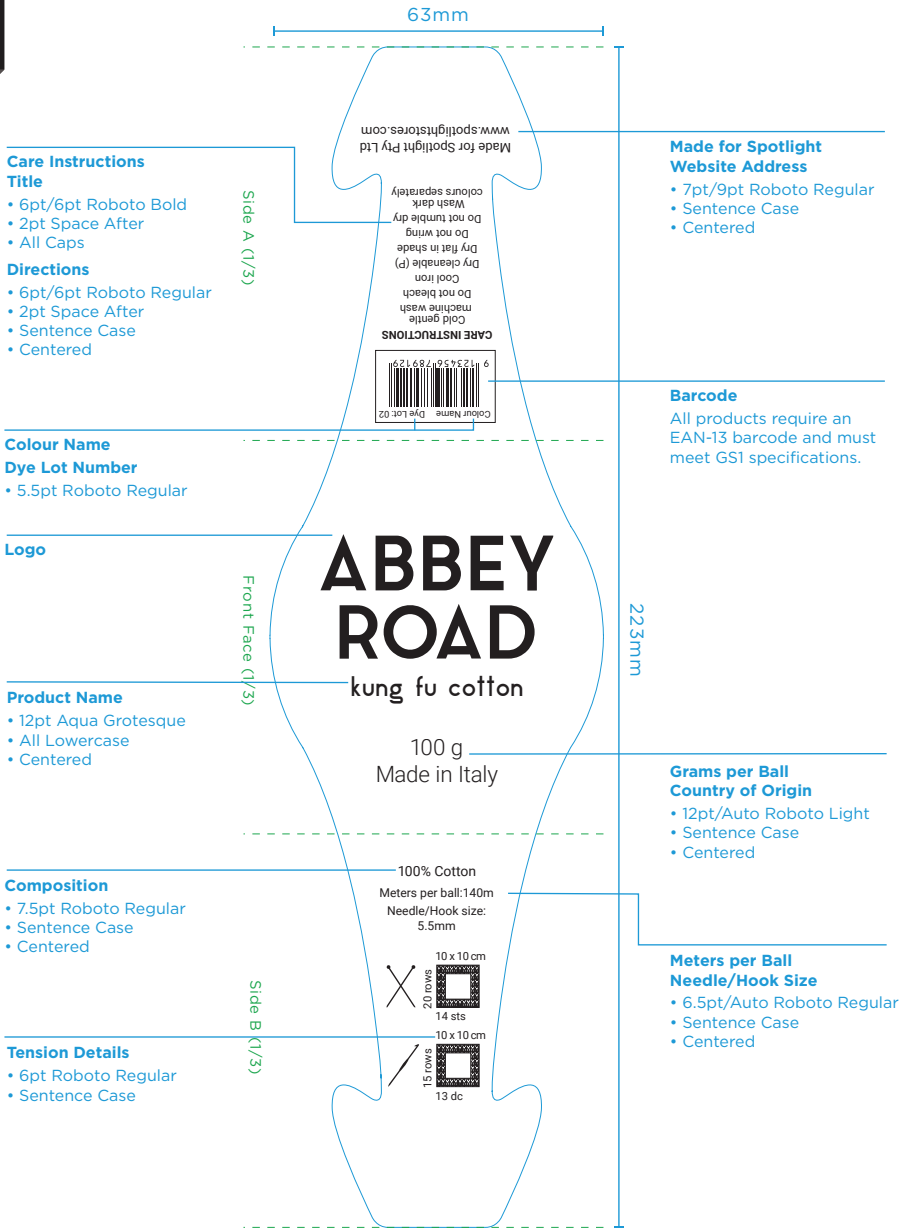


with Fibre Certification

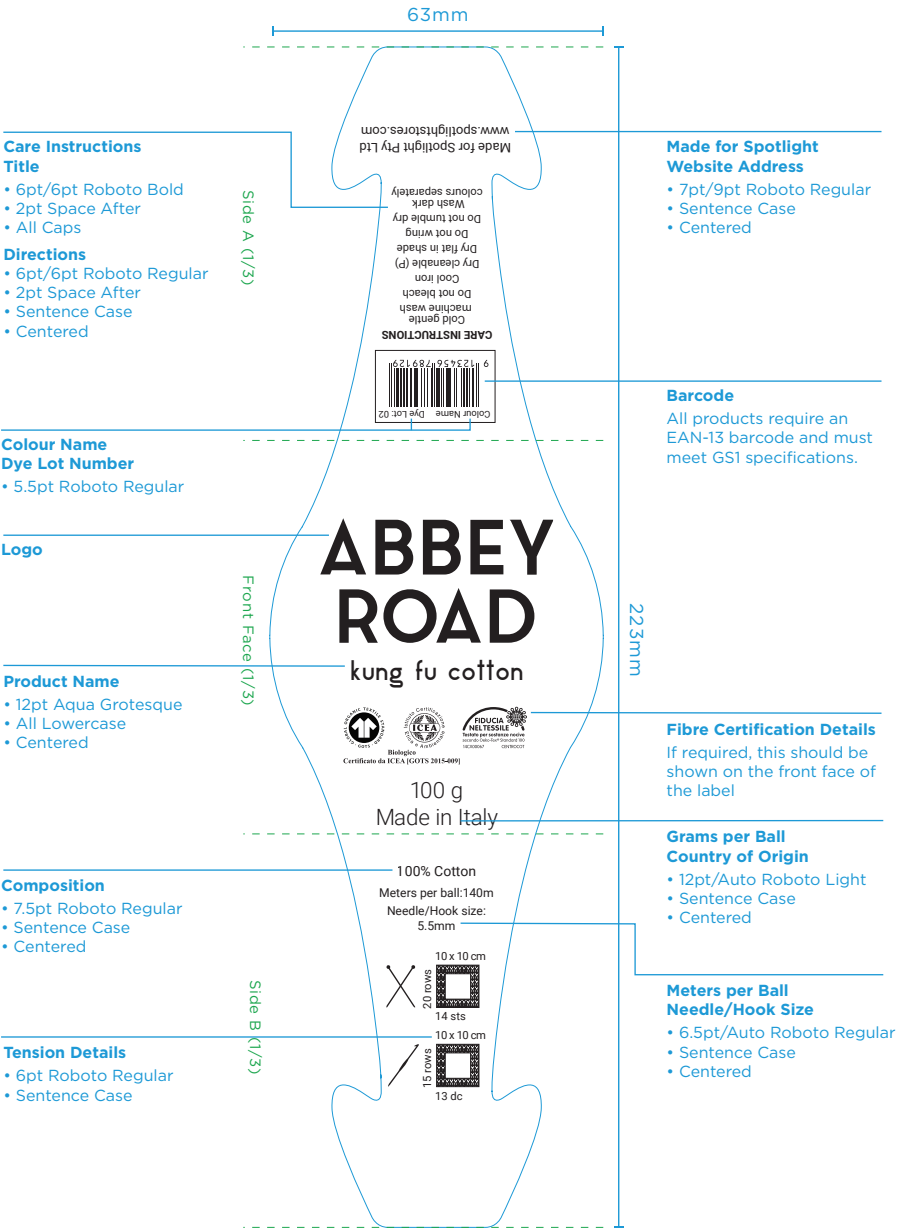
# Abbey Road / Yarn / Donut Ball Label

Artwork shown at 70%

Substrate:  
Uncoated Paperstock



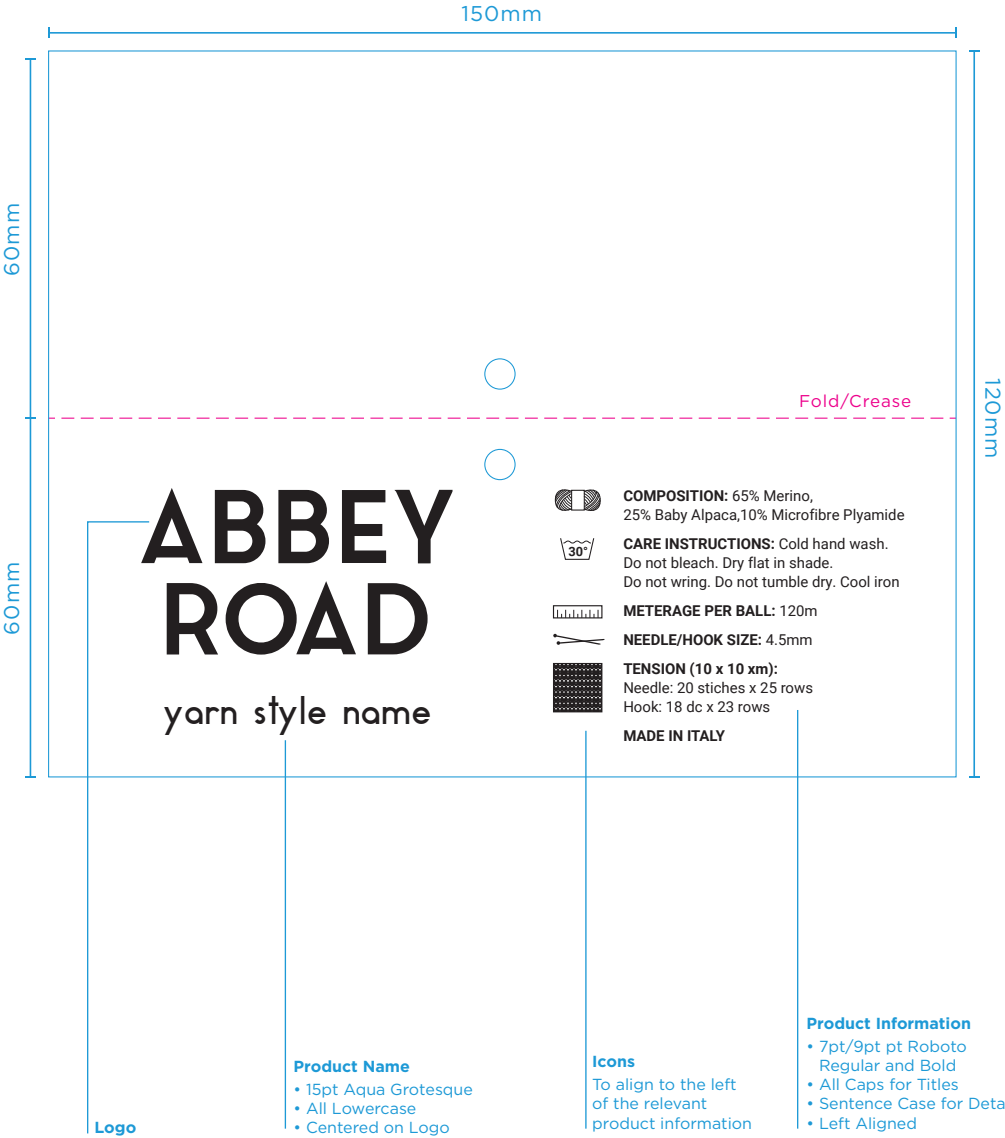
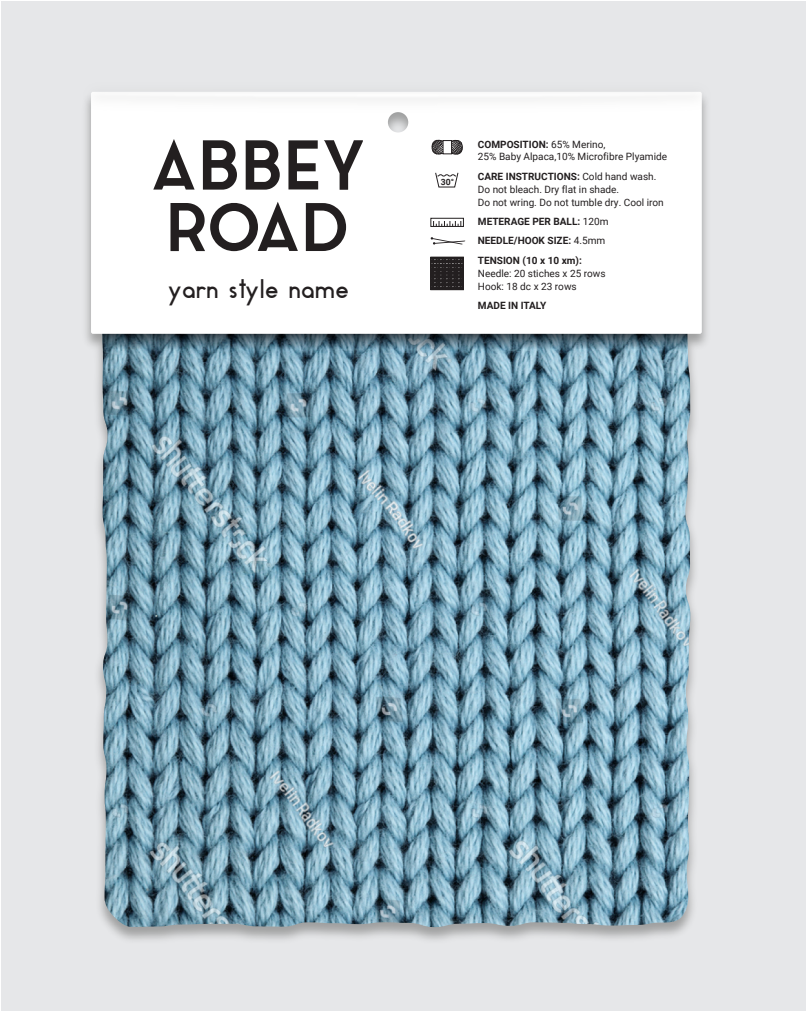
## with Fibre Certification



# Abbey Road / Yarn / Header Card

Artwork shown at 80%

Substrate:  
Paperstock XXXGSM (TBC)



Logo

**Product Name**  
• 15pt Aqua Grotesque  
• All Lowercase  
• Centered on Logo

**Icons**  
To align to the left  
of the relevant  
product information

**Product Information**  
• 7pt/9pt pt Roboto  
Regular and Bold  
• All Caps for Titles  
• Sentence Case for Details  
• Left Aligned

# Digital Brand Index

## 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

Abbey Road Logo.ai

Abbey Road Logo.pdf

Abbey Road Logo.eps

Abbey Road Logo.png

## Packaging Files

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

Abbey Road Std Label (Vertical).ai

Abbey Road Std Label (Horizontal).ai

Abbey Road Donut Label.ai

Abbey Road 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 Abbey Road products.