

crafterschoice

Brand Guidelines

April 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 Crafters Choice brand.

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



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1. Functional Benefit

- Quality materials for longer life
- Value = Quality + Inspiration / Price

2. Emotional Benefit

- Creative Play
- Championing self-expression
- Experience joy through the process of making

3. Reasons to Believe

- Quality DIY / MIY tools and componentry
- Professional finish to projects
- Inspirational outcomes from reasonably priced materials

Crafter's Choice gives you the choice of quality tools and materials to make your craft projects spontaneous and fun. For both the amateur hobbyist and professional maker, Crafter's Choice is here to help foster self-expression through creative play – curating moments of joy through the process of making.

Supporting you to learn & grow as a maker while perfecting your craft.

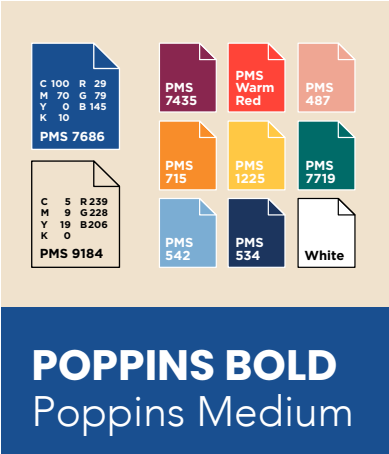
TIER	Brand	Brand Insights	Brand Values	Brand Personality
GOOD	CRAFTER'S CHOICE	LAURA, 32 I sell what I make at craft markets and through Etsy. I love crafting. Some people relax by sitting on the sofa watching Netflix, I relax by making things. I am always on the look out to add to my craft stash and always looking for quality crafting stuff at an affordable price – particularly for the stuff I sell. I'll often try new things and explore new ideas that pop into my head in the middle of the night. Friends and I will often have a crafter-noon on the weekends to see what we have all been working on. Inspiration can come from anywhere really.	Quality Basic Reliable Playful Fun	Joyous Practical Friendly Inclusive Fun

Brand Toolkit

Logo: Usage / Sizing / Placement pg 6



Colour and Fonts pg 9



Typography pg 10



Imagery pg 11



Pack Anatomy pg 12



Packaging Examples pg 15-31



Logo

The logo consists of the words "crafterschoice" in a bold, lowercase, sans-serif font. The text is dark blue and is centered within a solid, light beige rectangular background.

The Crafters Choice logo is simple and clear.
The colours used are contemporary, yet timeless.

Logo Usage

Clearspace

Clearspace is applied to ensure the logo is clearly visible and stands out on shelf. The minimum clearspace around the logo is determined by the bounding box of the logo (see blue line below).

The clearspace is measured by the 'c' of 'crafters'.

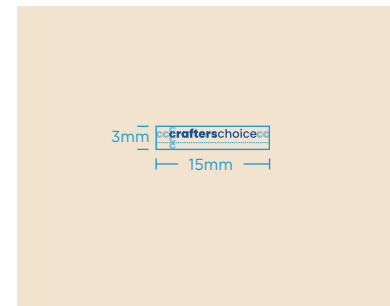
The dashed line within the clearspace is the where the logo aligns to the product information panel.



Small Usage

The minimum size the logo can be used is 15mm x 3mm.

This will ensure the logotype is always legible.



Mono Logo

NOT for general usage.

A mono version of the logo has been created for when production limitations do not allow for the use of colour.

Incorrect Usage

Never adjust the logo in any way. The brand must be represented consistently to build the brand equity.

Only use the files supplied.

Don't apply any 3D effects.



Don't alter the logotype.



Don't skew or distort the logo.



Don't adjust the colourways

Logo Size and Placement

Logo Size

For landscape applications the logo (including the clearspace) is scaled to 75% the width of the label area. It aligns to the left edge of the label area.

For portrait applications the logo (including the clearspace) is scaled to the full width of the label area.

For circular and cylindrical formats the logo is centred within the label area.



PLACEMENT
The logo is aligned to the left of the label area.



LANDSCAPE
The label area can be divided in half rather than into thirds if the format does not suit being divided into thirds. See 'General Principals' p. 14 for more information.

PORTRAIT
In instances where the label area is portrait, the logo should be scaled to the full width of the label area, (whilst still observing the appropriate clearspace).

CIRCULAR FORMATS
The logo is scaled to the width of the top third of the label area.



SQUARE (SMALL)
When the label area is small <50mm the logo should be scaled to the full width of the label area.



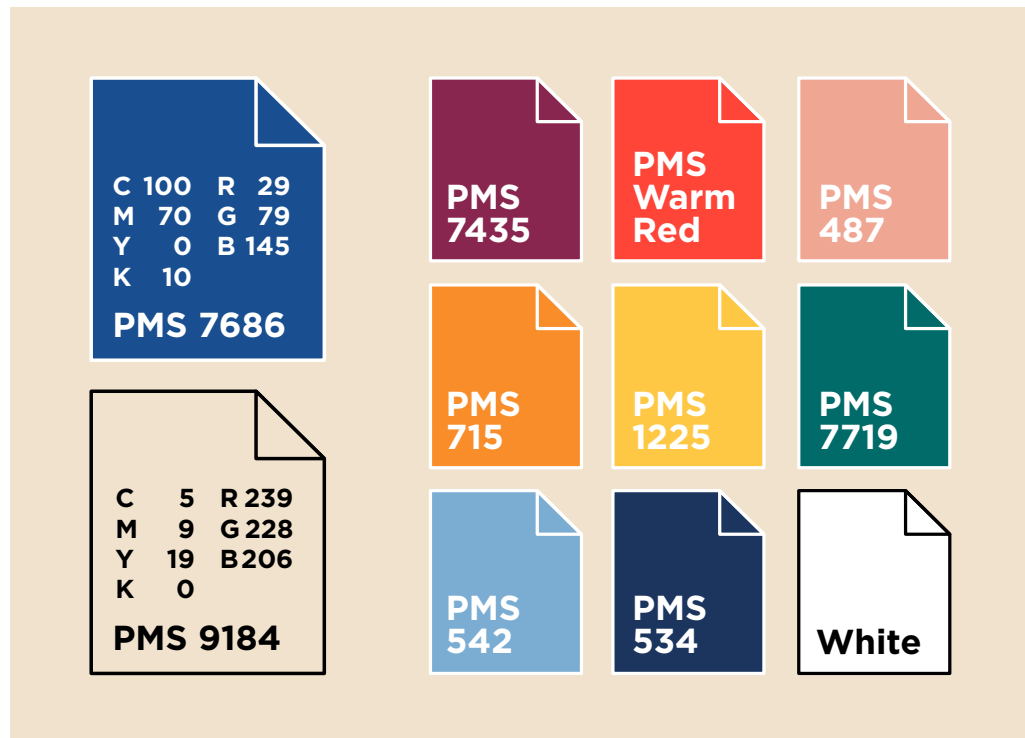
SQUARE (LARGE)
When the label area is large >50mm the logo should be scaled to 75% the width of the label area

Colour

The Crafters Choice colour palette is very simple. This should enable consistent reproduction across a wide range of suppliers, substrate and production methods.

Wherever possible **PMS 7686** and **PMS 9184** should be used.

The secondary palette is only to be used when products that come in the same format need visual differentiation to aid shopper navigation (See next page for break down) and then only colours from the secondary palette can be used. They should be printed with the PMS colours provide below.



Fonts

The brand typeface is Poppins and should be used for all brand applications. Poppins comes in a variety of weights but 'Bold' and 'Medium' are the two preferred weights to use.

Poppins Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()








Poppins Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

abc







Colour Assignment

The secondary palette break down is only to be used when products that come in the same format need visual differentiation to aid shopper navigation such as Glues, Macrame Cords or Paper Pads etc. and then only colours from the secondary palette can be used. They should be printed with the PMS colours provide below.








Artistry

 PMS 487	Mixed Media/ Gouache
 PMS 715	Pastel
 PMS 1225	Sketching/ Drawing
 PMS 7719	Acrylic
 PMS 542	Water Colour
 PMS 7435	Oil
 PMS 7686	Everything Else (Including multi-use surfaces)




Papercraft

 PMS Warm Red	Mixed Media
 PMS 715	General Use
 PMS 1225	Sketching
 PMS 7719	Acrylic
 PMS 542	Water Colour
 PMS 534	Oil Paint

Glue

 PMS 534	Tacky Craft Glue
 PMS 715	Paper Glue
 PMS 7435	Craft Glue
 PMS 7719	PVA Glue
 PMS 542	Fabric Glue
 PMS Warm Red	Clear Craft Glue
 White	Glitter Glue

Macramé cord

 PMS 7686	Macramé cord
 White	Twist Cotton Macramé Cord
 PMS 7719	Recycled Macramé Cord

Typography

It is important to have a consistent approach for the on-pack information.

The following approach is to be used for all applications and can be scaled up and down in ratio to meet all pack sizes and formats.

Xpt is the size of the headings.

Xpt should be at least the height of 'c' of 'crafters'.

All text should be white when used on a coloured background.

If text is to be used on PMS 9184 (Cream) it should be PMS 7686 (Blue)



'Product Information' text is always range left,
(except when placed on circular labels or cylindrical formats.)

The text block aligns to the left-hand side of the logo and the base of the clearspace.

XPT POPPINS BOLD
0.9XPT LEADING

Product Information
0.5Xpt Poppins Medium (Auto Leading)

Imagery

It is important to have a consistent approach to imagery for Crafters Choice.

When should I use imagery on the packaging?

- If a product is boxed (e.g. storage trolley).
- To better understand the products features and benefits .
- When you can not open a product to inspect the features and benefits.

Photographic Style

- The lighting should be flat with minimal shadowing, but with enough contrast and definition to clearly see the products form.
- The product should be photographed on a slight 3/4 angled view, slightly from above (as show below).



Packaging Anatomy

To be on-brand and legally compliant all labels must include certain mandatory information. More details are on the following pages.

FRONT OF PACK

1. Logo
2. Product Name
3. Product Information
4. Product Imagery / Window

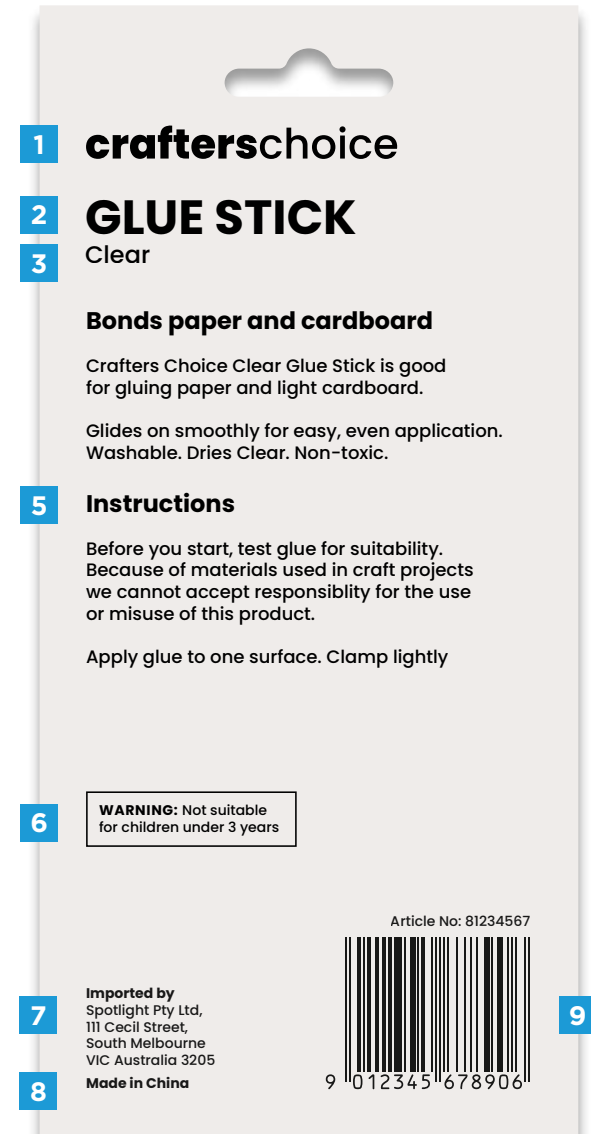
BACK OF PACK

5. Instructions
6. Product Warning
7. Address
(Spotlight Head Office)
8. Country of Origin
(e.g. Made in China)
9. Barcode and Article Number

FRONT OF PACK



BACK OF PACK



Mandatory Information

Address and Country of Origin

The Spotlight Head Office address details must be included on all labels as well as the country of origin (where the product was made).

There are two layout options depending on the available space.

Imported by
Spotlight Pty Ltd, 111 Cecil Street,
South Melbourne, VIC Australia 3205

Made in China

Imported by
Spotlight Pty Ltd,
111 Cecil Street,
South Melbourne,
VIC Australia 3205

Made in China

Minimum Text Size:
7pt/Auto leading.

3.5pt space after paragraph between 'Address' and 'Country of Origin'.

Product Warnings

Some products will require a warning to highlight potential safety risks to consumers.

These risks may relate to the packaging materials (e.g. the risk of suffocation from the plastic covering used to package bed linen) or the actual product (e.g. the risk of suffocation from bean bag filling or the risk of fire from candles).

It is the responsibility of the brand team to ensure the correct warning is in place. Warnings must be clearly visible on pack.

WARNING:
CHOKING HAZARD
This is not a toy. Not suitable
for children under 3 years.
Contains small parts.

Red Text:
100 Y 100 M

Minimum Text Size:
8pt (Auto leading.)
Font must be sans serif, (Poppins).

WARNING:
Must be in bold.

Red Stroke:
1pt (around the text box).

Barcodes

A unique barcode must appear on all products. It is essential that the size and print specifications for barcodes are followed to ensure they are able to be scanned.

All Spotlight products require a EAN-13 barcode and must meet GS1 specifications.

The barcode must be placed within a white area on the packaging label.

White Area:
37.29mm (W) x 25.93mm (H)

Barcode:
31.35mm (W) x 22.85mm (H)

If the barcode is required to be smaller for the product, DO NOT reduce the above size by more than 80%.

DO NOT shorten the height of the barcode.

Where possible the barcode should be positioned in the bottom right-hand corner of the pack.

Barcode Adhesive Label

For certain products an additional adhesive label with the barcode must be attached to the reverse side of packaging in areas indicated on packaging specifications.

Sticker base must be:
Bright White
Size: 45mm x 53mm
(with rounded corners)

Example A price marked product

Example B non price marked product



Example A

STYLE COLOUR ARTICLE: 87654321

Barcode

100% scale

International Pricing

7pt Arial Bold

Australian Pricing

8.5pt Arial Bold

Example B

STYLE COLOUR ARTICLE: 87654321

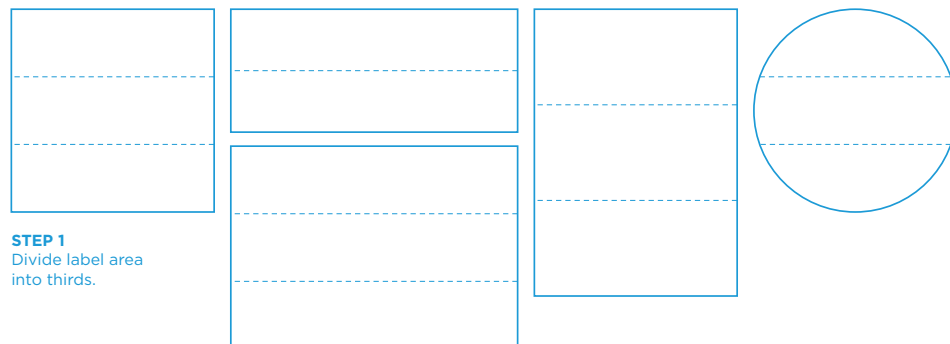
Barcode

100% scale

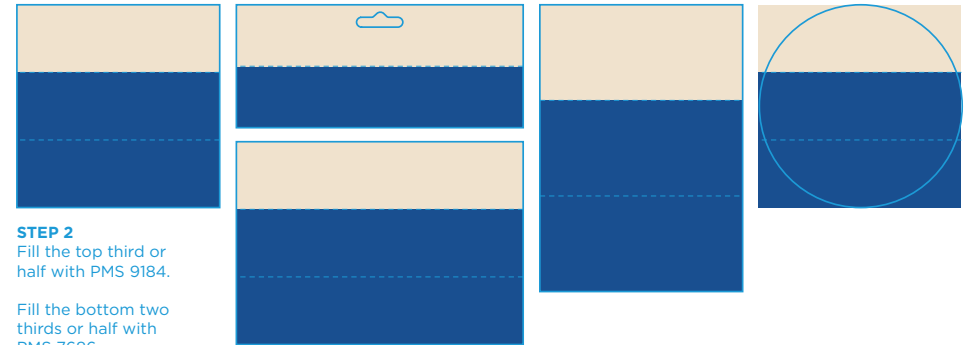
General Design Principles

By consistently combining the key elements shown on the previous pages we can create consistency between different products and formats within the Crafters Choice range.

- The label area is divided into thirds or in half depending on product format.
- The logo is scaled to 75% of the width of the label area and align to the left of the label area for landscape label areas or to the full width of the label area for portrait label areas
- The type is ranged-left and aligns to the left-hand side of the logo, unless it is on a circular label or the format is cylindrical in which case it is centered.
- The product information follows the sizing ratios set on the typography pages.
- Ensure all required mandatory information is in place and correct.
- Some packaging formats may require adjustment to the ratios. This is especially true for blister pack products where the product is held in front of a backer card. ALWAYS ensure the product information is clearly visible and away from any seams or joins of two substrates.
- Apply at least 3mm bleed to all artwork. Bleed is not shown in the examples below.

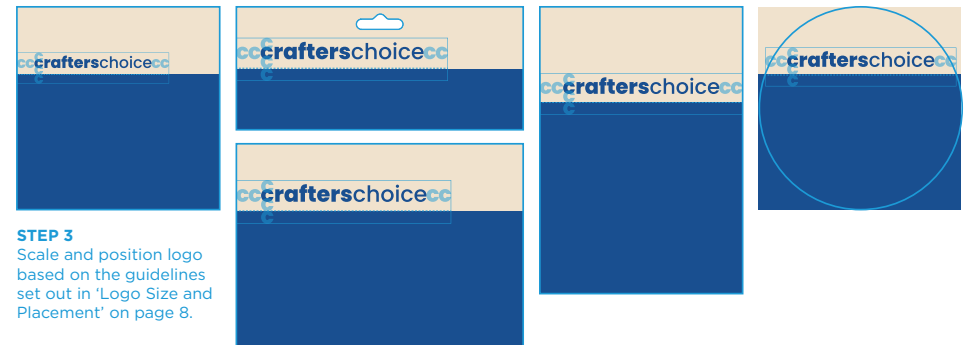


STEP 1
Divide label area into thirds.

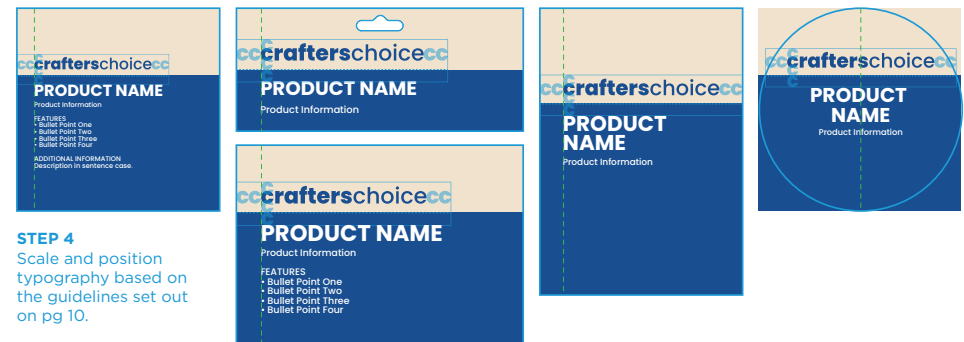


STEP 2
Fill the top third or half with PMS 9184.

Fill the bottom two thirds or half with PMS 7686.



STEP 3
Scale and position logo based on the guidelines set out in 'Logo Size and Placement' on page 8.



STEP 4
Scale and position typography based on the guidelines set out on pg 10.

Packaging Examples

The following pages show a range of different packaging formats. It is not an exhaustive list.

When new or different packaging formats are needed, use the general principles to guide your design decision making.

Keep it simple and compare it to existing products and the examples shown here. If the new design is not correct, adjust the design until it is.

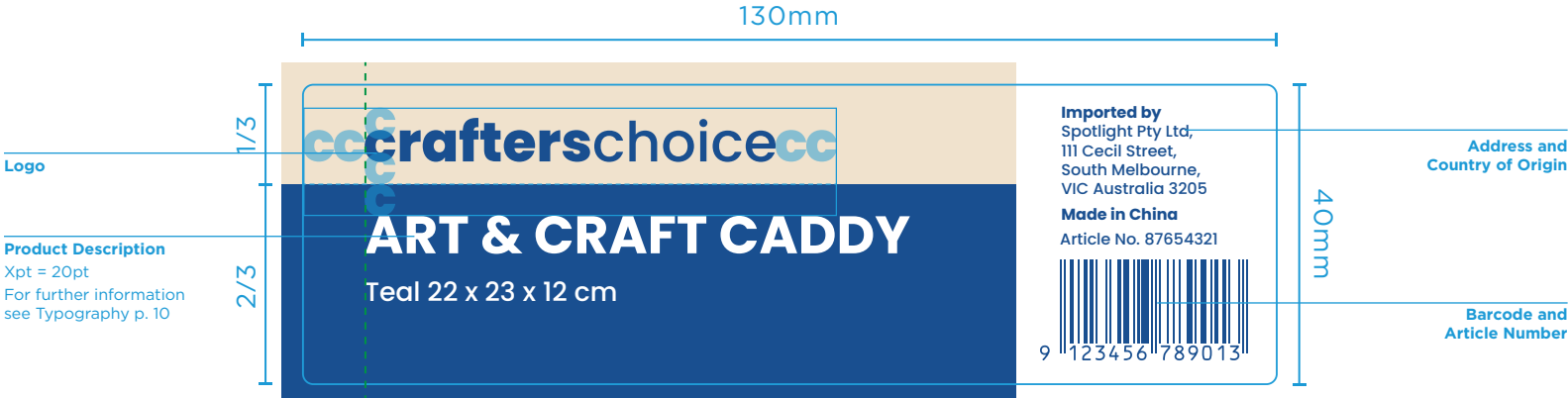
If you have any concerns or questions please contact your Crafters Choice buyer for the product category.

Crafters Choice / Art & Craft Caddy / Self Adhesive Label



Crafters Choice / Art & Craft Caddy / Self Adhesive Label

Artwork shown at 100%
Substrate Self Adhesive Paper Label



USABLE LABEL AREA

In these instances a proportion of the label has been given over to be used for the mandatory information (such as warning, address, details etc). This should be not more than on third of the total label area.

PLEASE NOT This may change a landscape label area into a portrait label area.

Crafters Choice / Glue Stick / Blister Pack Hang Sell

In Situ shown at 60%



Crafters Choice / Glue Stick / Blister Pack Hang Sell

Artwork shown at 60%

Substrate Cardstock / Paper Label



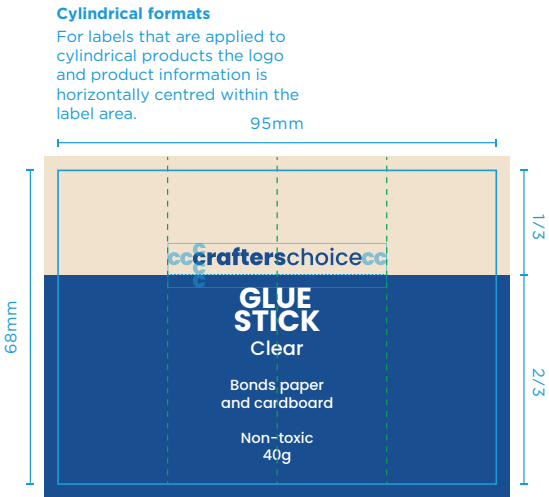
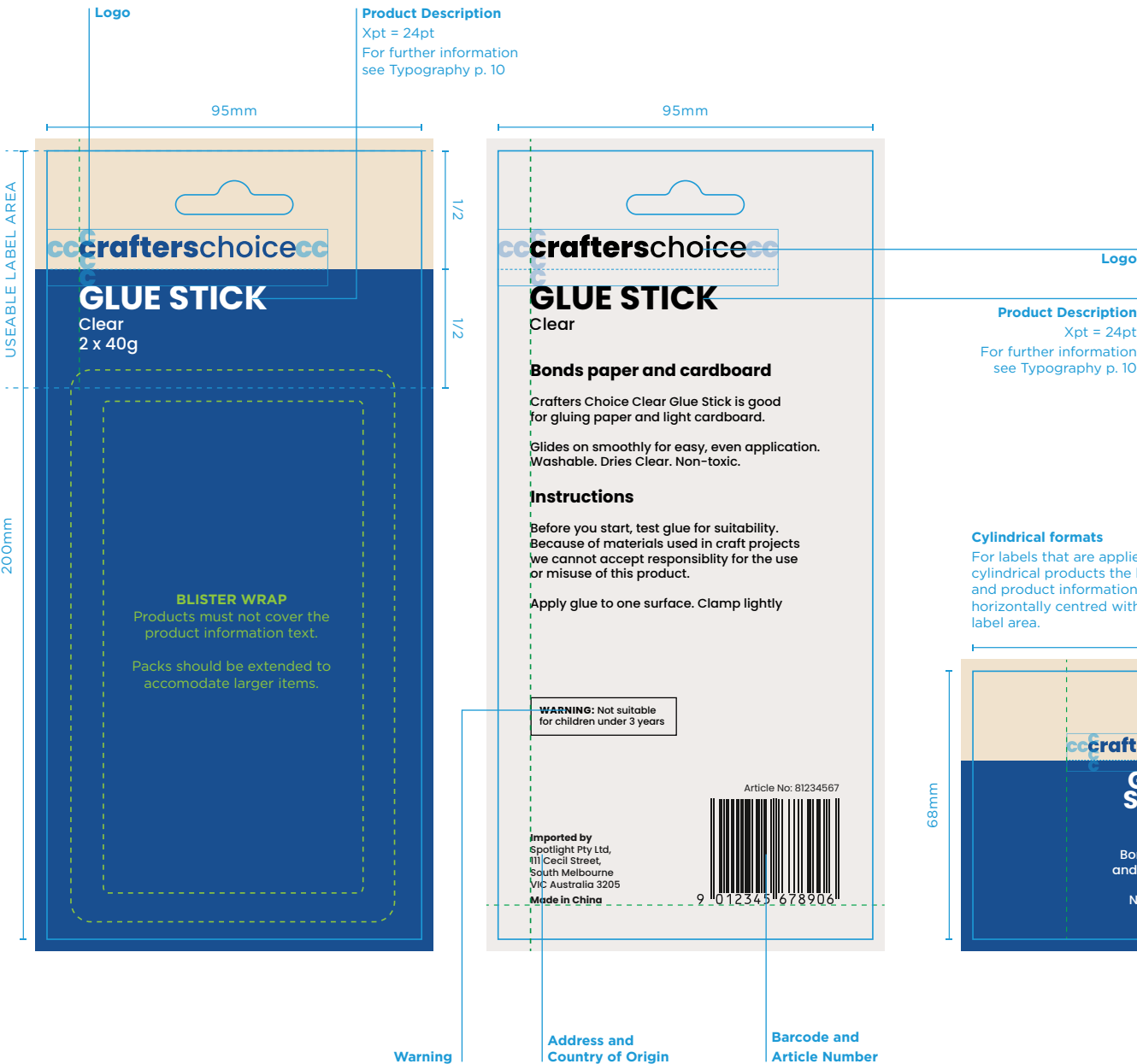
USABLE LABEL AREA

When a product is to be displayed on top of the label area (e.g. a blister pack or clam shell), a usable label area needs to be established.

This is to ensure the product information is not going to be covered by the product or obscured by the folds or weld area of the clear plastic packaging.

The hole placement for the hangsell also needs to be considered when establishing the usable label area and applying the graphics.

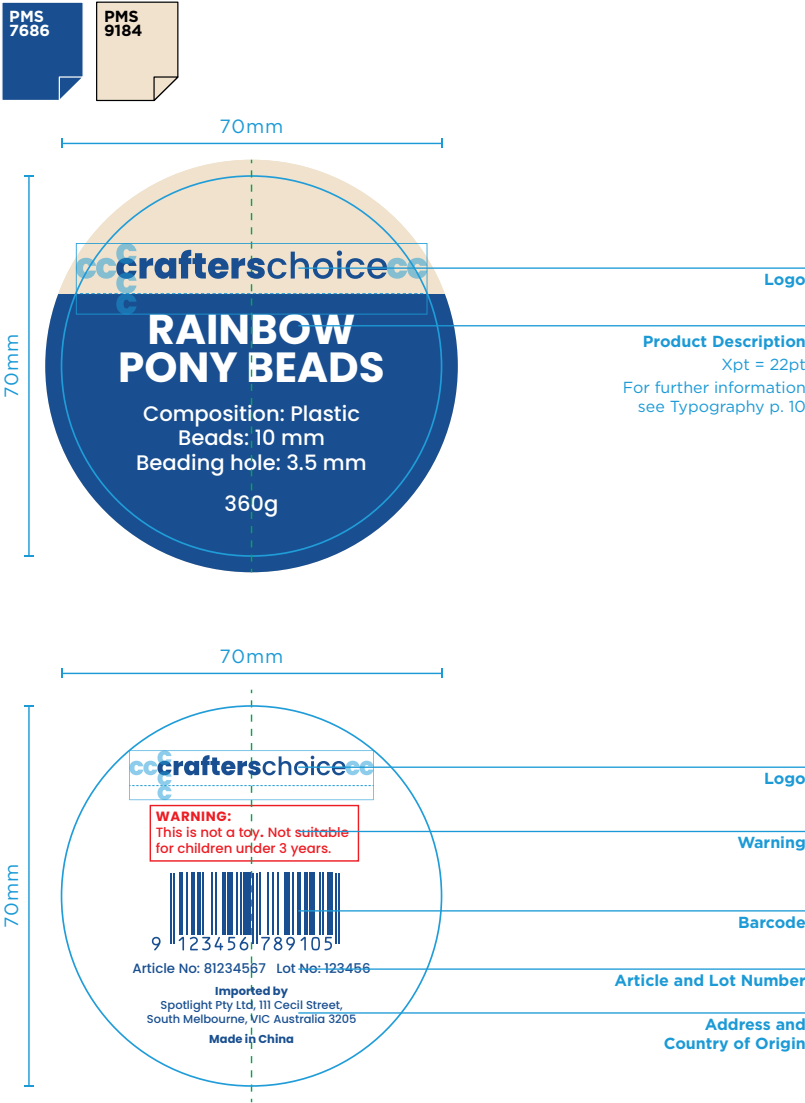
It this instance, due to the hole placement and the size of the blister pack, it is more practical to divide the useable label area in half rather than into thirds and position the logo and product information with the two halves. All the other design rules and principles apply.



Crafters Choice / Beads / Self Adhesive Label

In Situ & Artwork shown at 50%

Substrate Self Adhesive Paper Label



Crafters Choice / Marcrame Cord / Self Adhesive Label

Colours are for illustrative purposes only, please see page .10 for colour assignment.

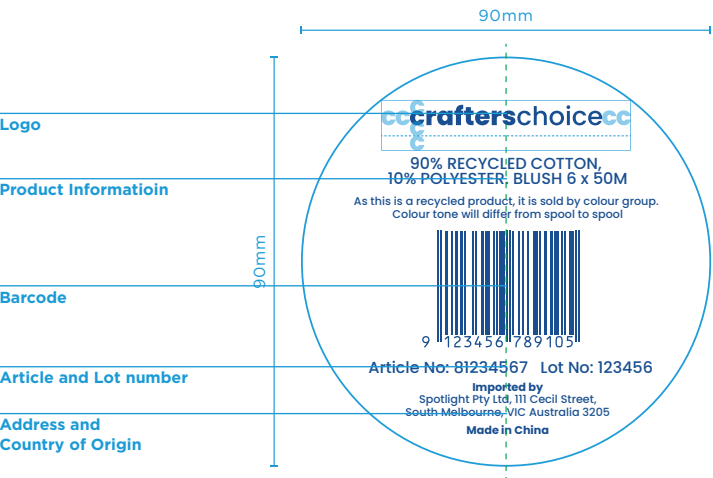
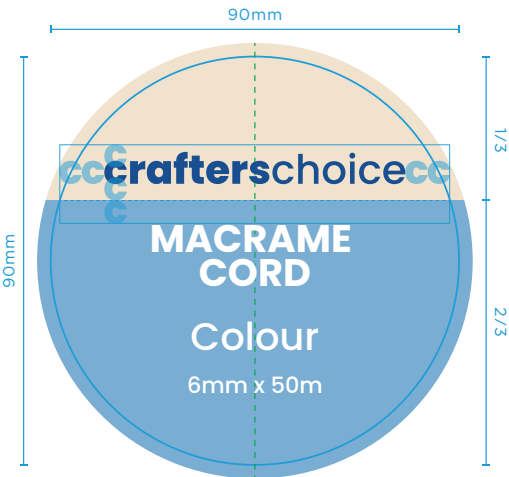
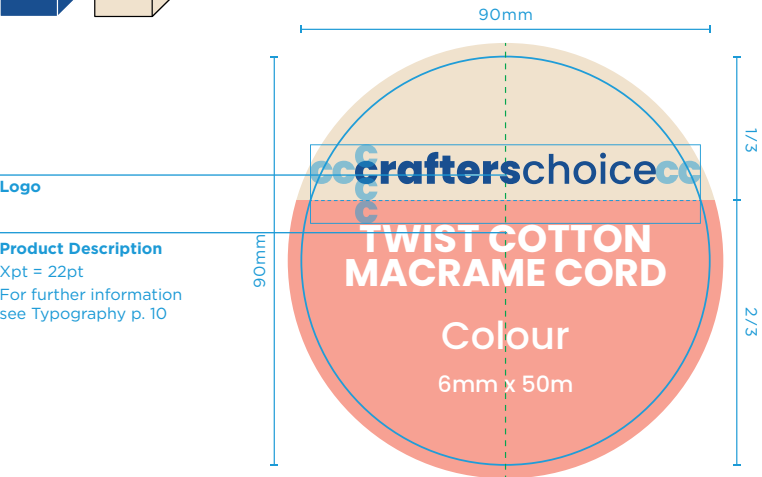


Crafters Choice / Marcrame Cord / Self Adhesive Label

Colours are for illustrative purposes only, please see page .10 for colour assignment.

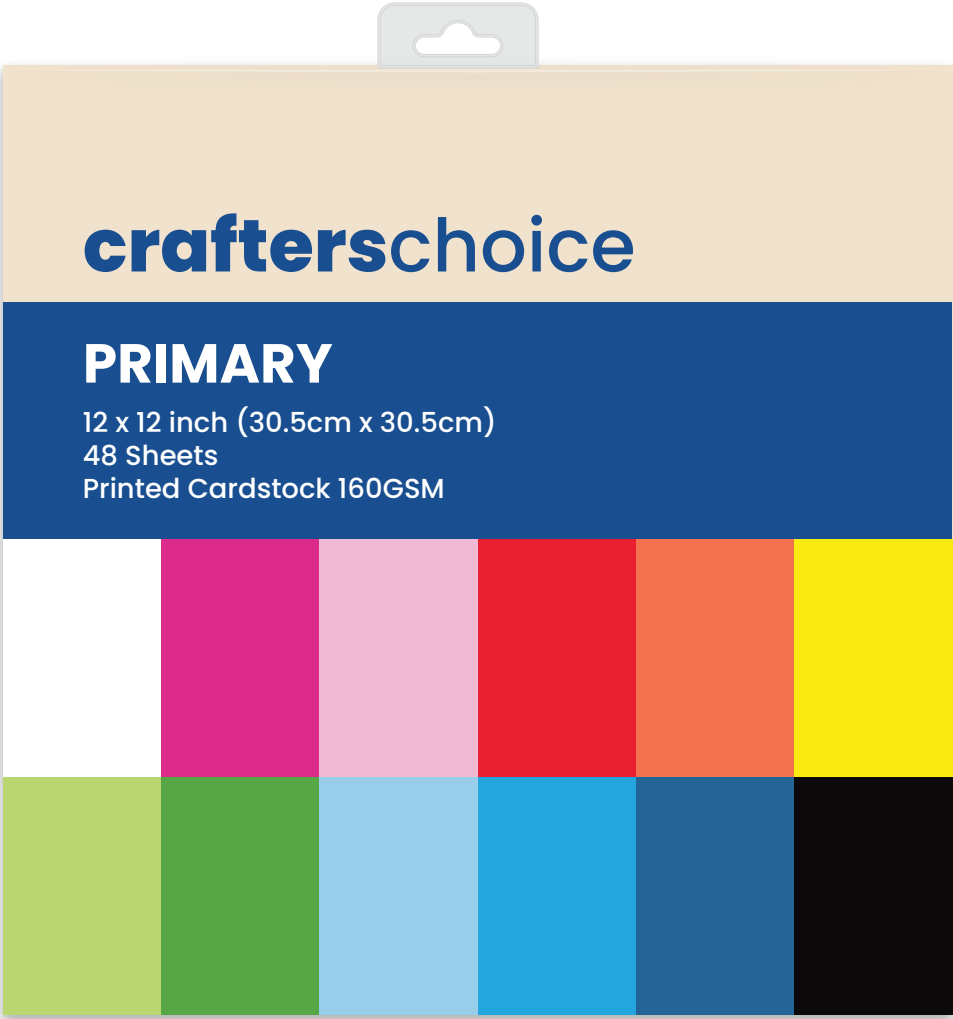
Artwork shown at 60%

Substrate Self Adhesive Paper Label



Crafters Choice / Paper Pad / Cover

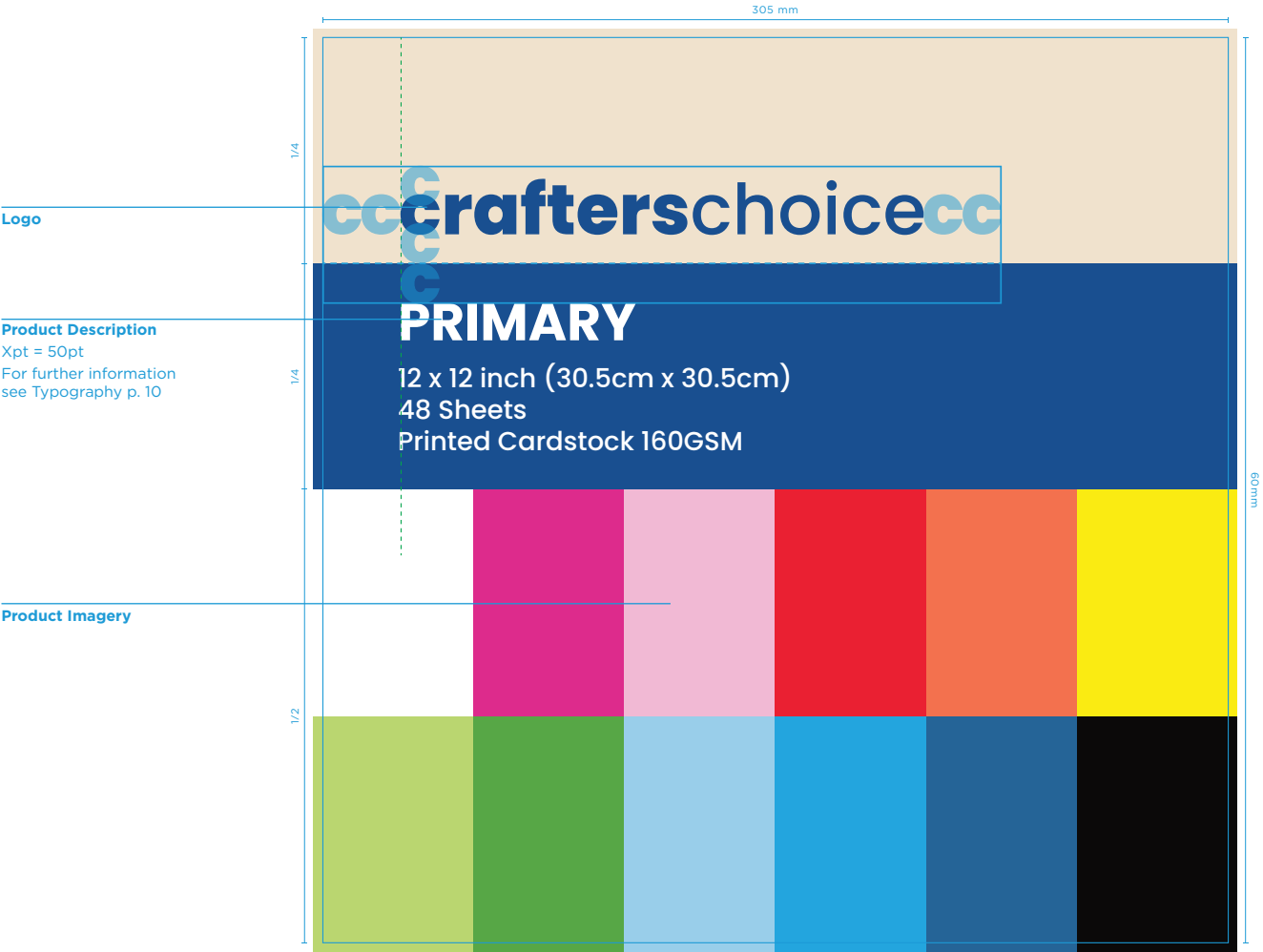
In Situ shown at 40%



Crafters Choice / Paper Pad / Cover

Artwork shown at 40%

Substrate Coated Paper



Crafters Choice / Paper Pad – Artistry / Paper Cover

Colours are for illustrative purposes only, please see page .10 for colour assignment.

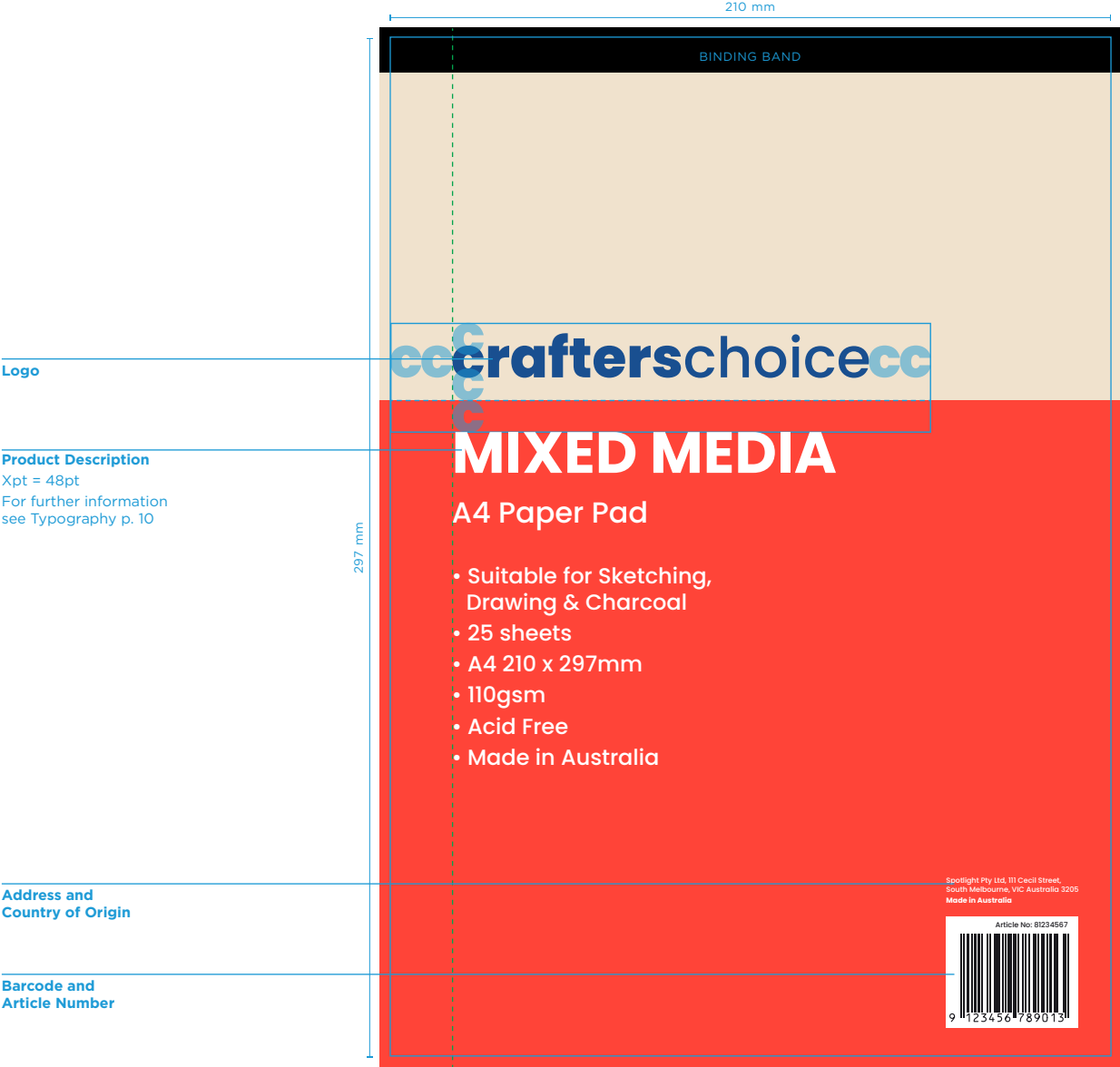


Crafters Choice / Paper Pad – Artistry / Paper Cover

Colours are for illustrative purposes only, please see page .10 for colour assignment.

Artwork shown at 40%

Substrate Coated Paper



Crafters Choice / Craft Glue Range / Adhesive Label

Colours are for illustrative purposes only, please see page .10 for colour assignment.

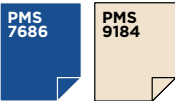


Crafters Choice / Craft Glue Range / Self Adhesive Label

Colours are for illustrative purposes only, please see page .10 for colour assignment.

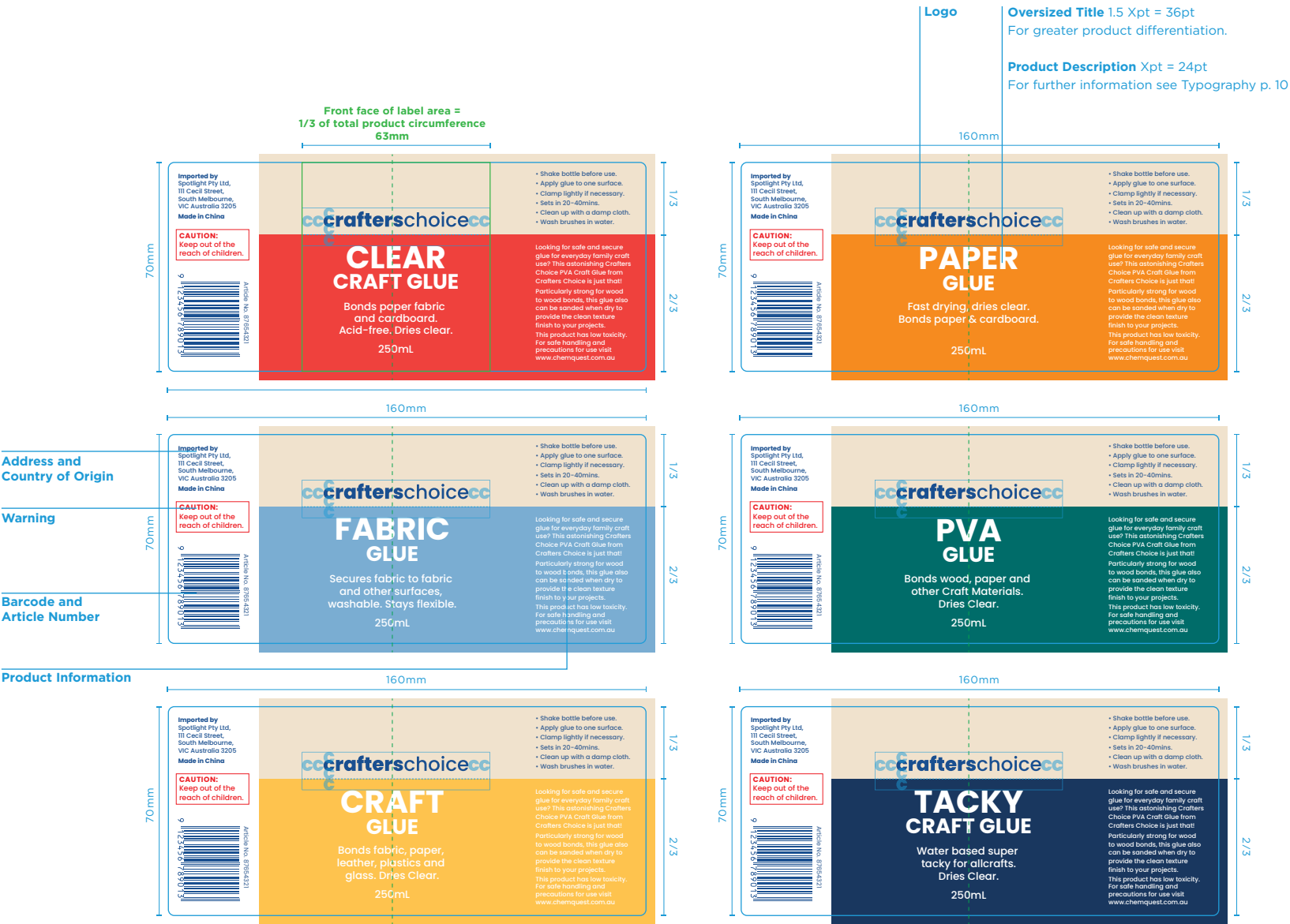
Artwork shown at 55%

Substrate Self Adhesive Label



CYLINDRICAL FORMATS

For labels that are applied to cylindrical products, the logo and product information is centred within the label area. In this instance, the visible useable label area is one third of the total circumference of the product and the logo has been scaled to that width (as it is a portrait label area).



Crafters Choice / Hot Glue Sticks / Blister Pack Hangsell

In Situ shown at 75%



Crafters Choice / Hot Glue Sticks / Blister Pack Hangsell

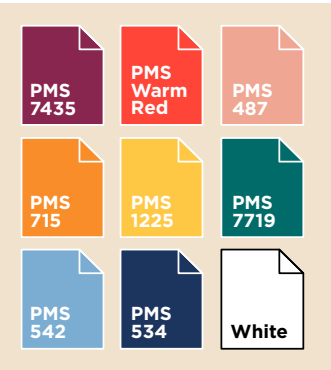
Artwork shown at 65%



ALTERNATIVE LOGO COLOURS

When a product range is in an identical packaging format we can utilise the secondary colour palette to create differentiation on shelf.

Only the colours listed in the secondary colour palette may be used, pg 9 .The colours should be printed using a Pantone Ink rather than four colour process.

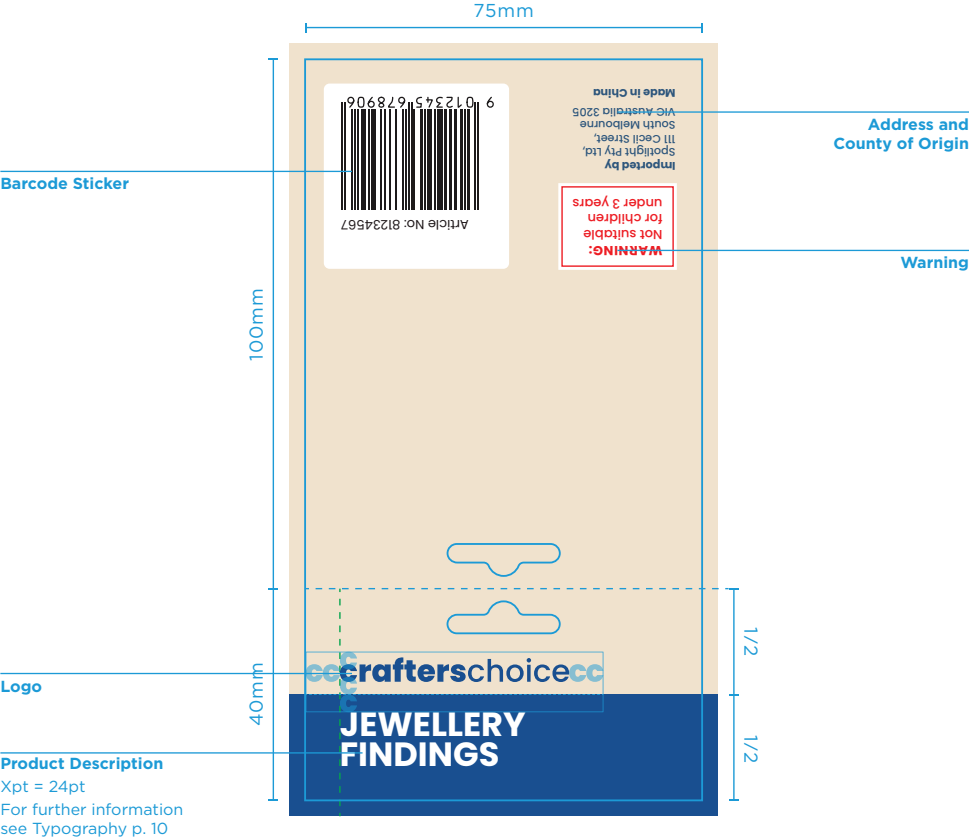


Crafters Choice / Jewellery Findings / Hangsell

In Situ shown at 70%

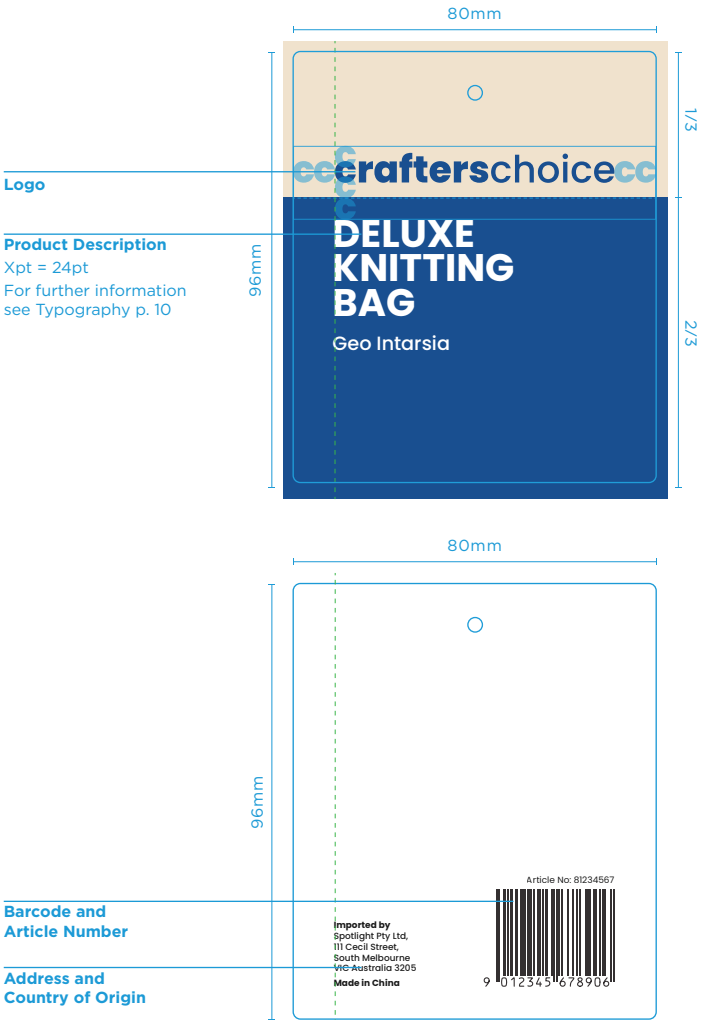
Artwork shown at 70%

Substrate Cardstock



Crafters Choice / Knitting Bag / Swing Tag

Artwork shown at 60%
Substrate Cardstock



Crafters Choice / Stencil / Hangsell

In Situ shown at 60%

Artwork shown at 60%

Substrate Cardstock



Crafters Choice / Stickers / Hangsell

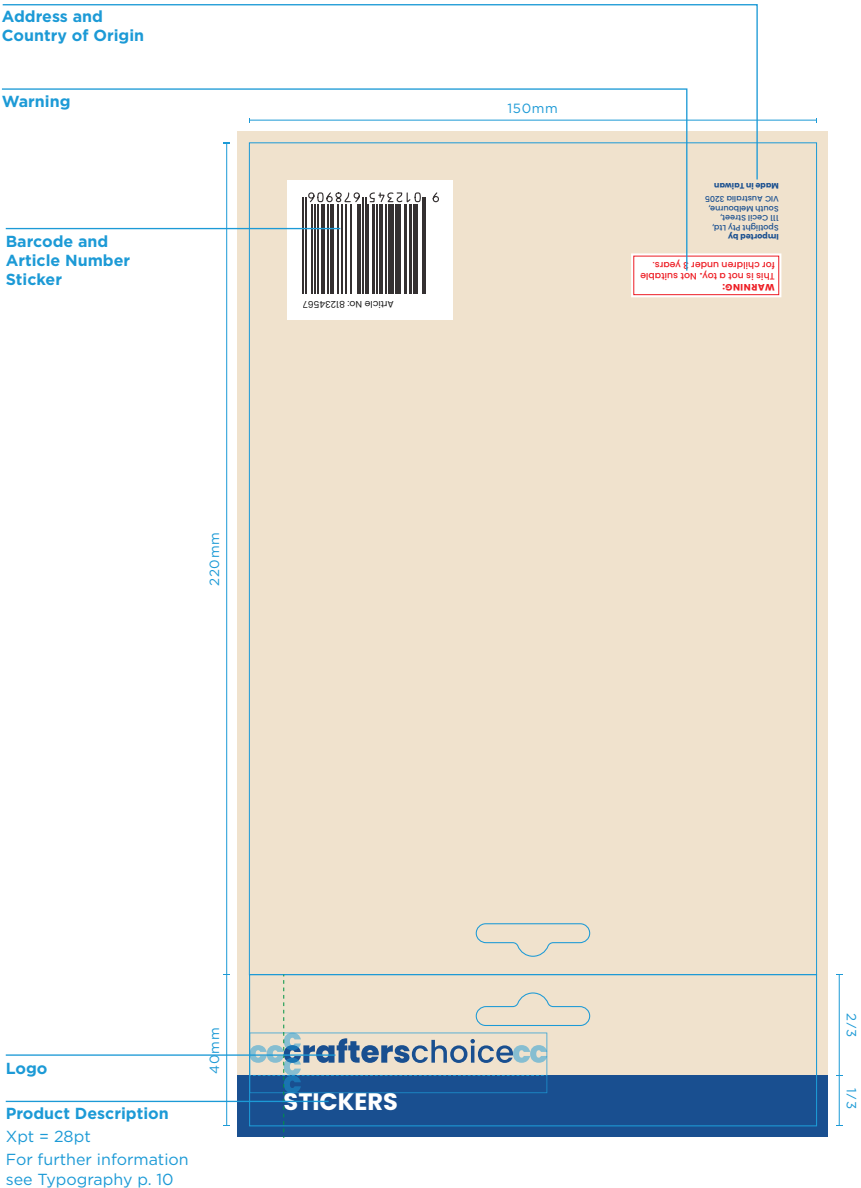
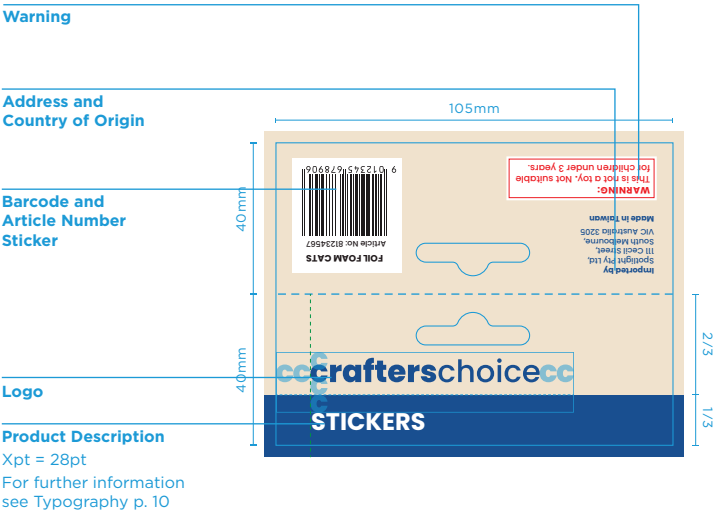
In Situ shown at 75%



Crafters Choice / Stickers / Hangsell

Artwork shown at 50%

Substrate Cardstock

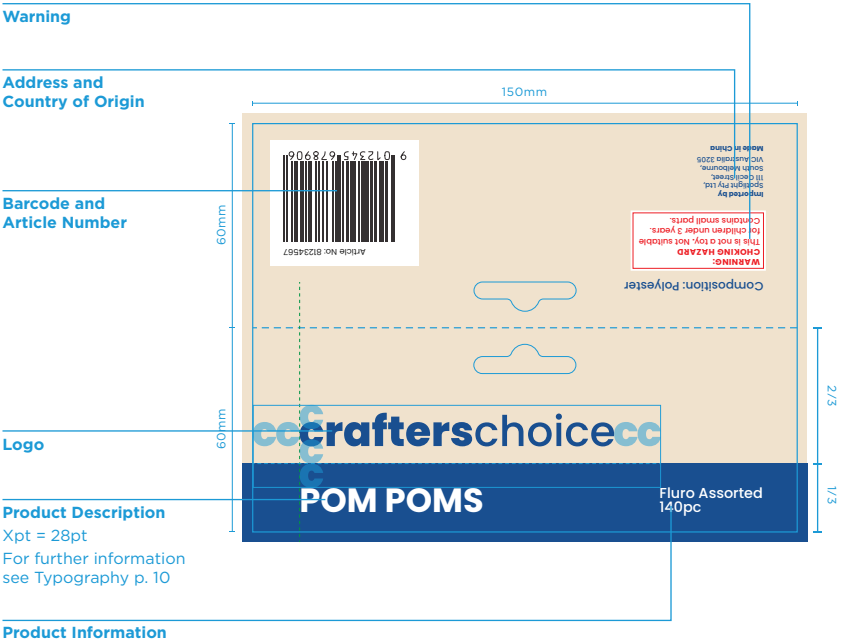


Crafters Choice / Crafting Supplies / Hangsell

In Situ shown at 45%

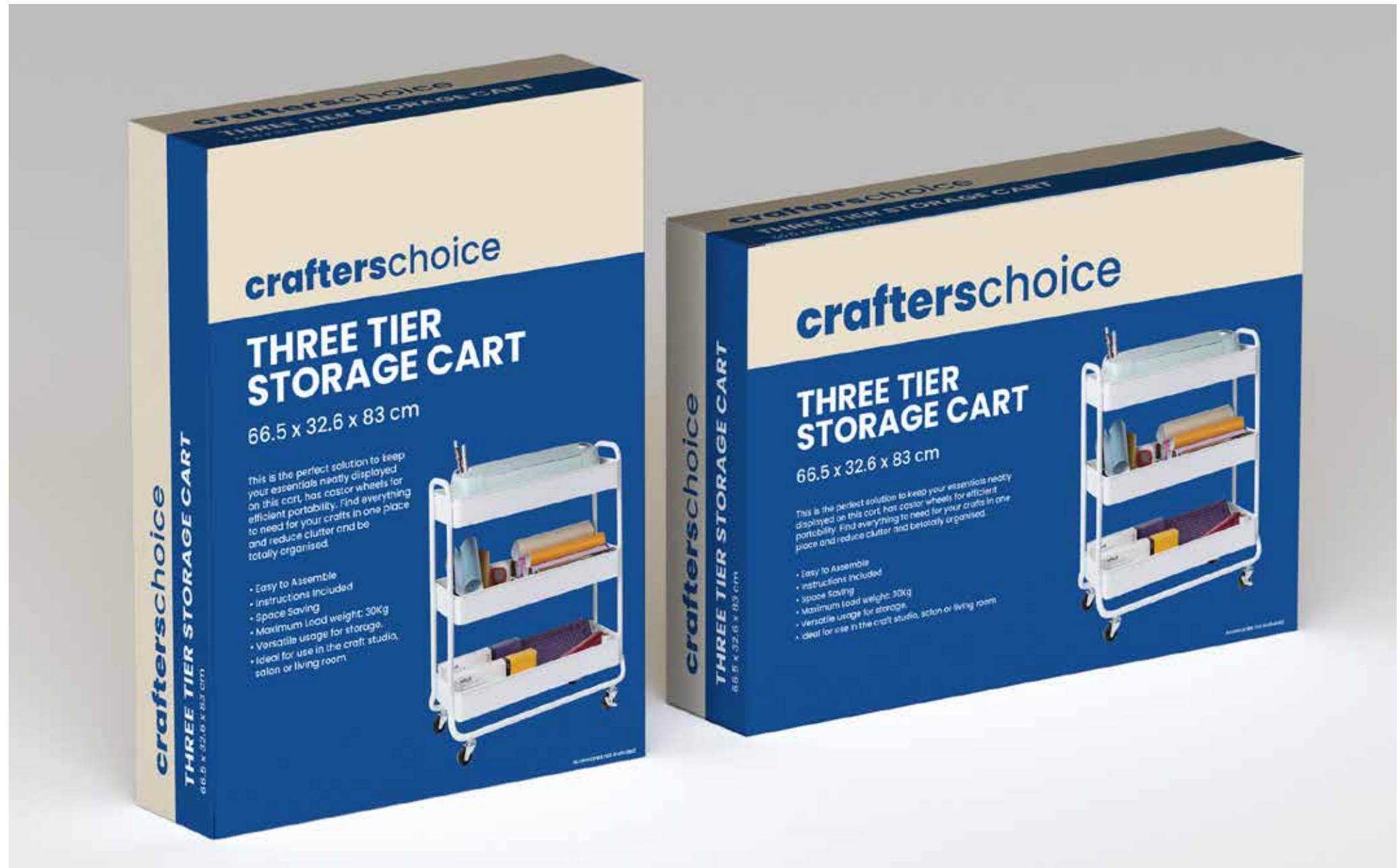
Artwork shown at 45%

Substrate Cardstock



Crafters Choice / Storage Cart / Boxed Item

In Situ



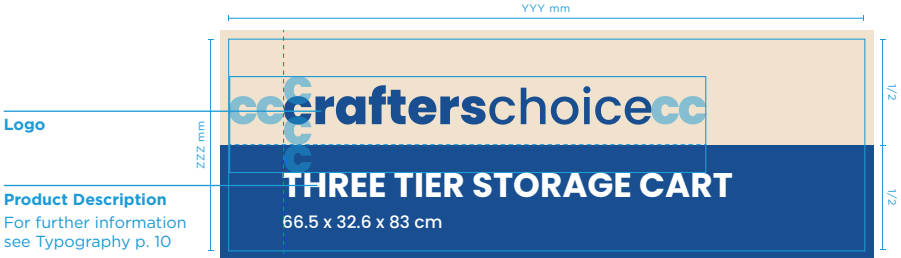
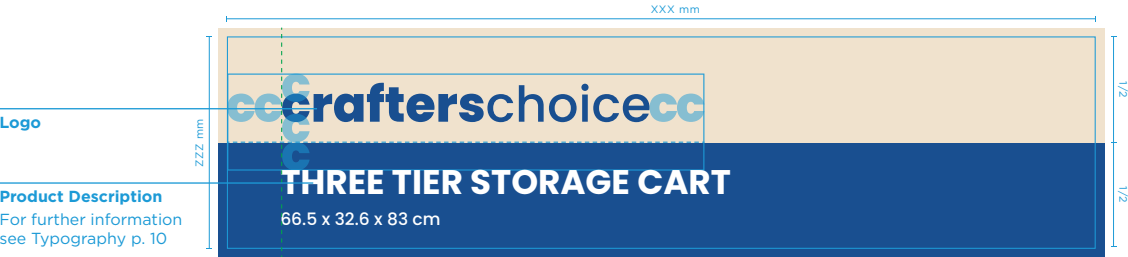
Crafters Choice / Storage Cart / Boxed Item

Artwork Unknown Dimensions

Substrate TBC



To create the space for the product imagery the label areas on the two main faces of the box are divided into quarters rather than thirds.



Digital Brand Index

Ai

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

CraftersChoice Logo PMS 7686.ai
CraftersChoice Mono Logo.ai

CraftersChoice Logo PMS 7686.png
CraftersChoice Mono Logo.png

Crafters Choice Example.ai

This file can be used as a starting point for constructing new label artwork.

It is especially useful for laying out typography for the first time in the correct ratios.



Approvals

IMPORTANT!

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 Crafters Choice products.