CULINARY Co.

Brand Guidelines Nov 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 Culinary Co. brand.

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

Culinary Co / Contents

Brand Overview	02
Contents	03
Brand Positioning (TBC)	04
Brand Toolkit	05
Logo	06
Logo Usage	07
Colour and Fonts	08
Typography	09
Imagery	10
Mandatory Information	11
General Design Principles	12
Packaging Examples	13
Digital Index	41
Approvals	42

CULINARY CO. • BRAND OVERVIEW

1. Functional Benefit

2. Emotional Benefit

3. Reasons to Believe

Culinary Co. is...

TIER	Brand	Categories	Household Type	Brand Insights	Brand Values	Brand Personality
BETTER GOOD	CULINARY CO.	Tabletop Kitchenware	...	...	...	...

Brand Toolkit

Logo: pg 6

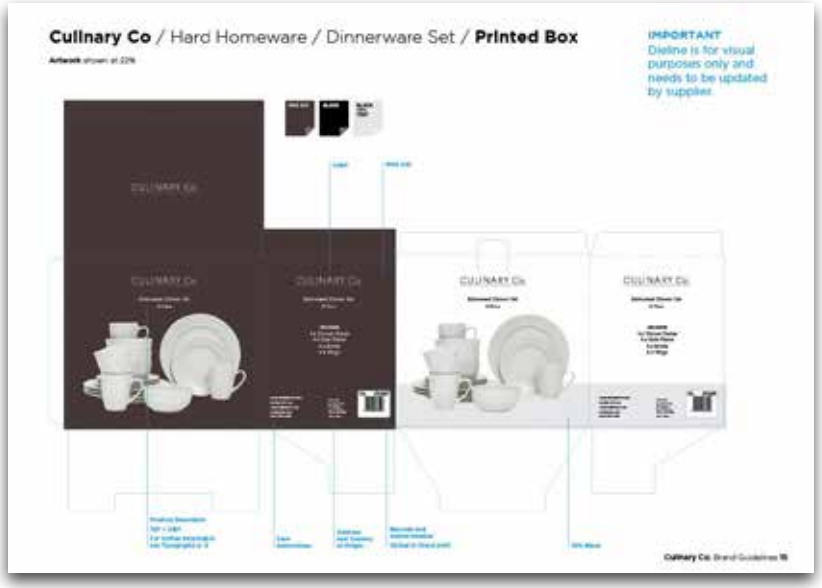
CULINARY Co.

Colour and Fonts pg 8

Typography pg 9

Imagery pg 10

Packaging Examples pg 13



Logo

The Culinary Co. logo is simple and stylish.

In the majority of applications it appears on a warm dark grey background. PMS 439.

Logo Usage

Clearspace

Clearspace is applied to ensure the logo is clearly visible and stands out on shelf. The minimum clear space around the logo is determined by the width of the 'o' for 'Co.'.

The logo should always be horizontally centered within the label area.

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 colourways.

Small use version

To ensure the legibility of the logo at a small scale. It is also to be used when the production method is crude and would not cope with the fine detail of the regular logo.
eg Laser etching or embossing.

Minimum Size

Minimum size for the logo is 15mm width

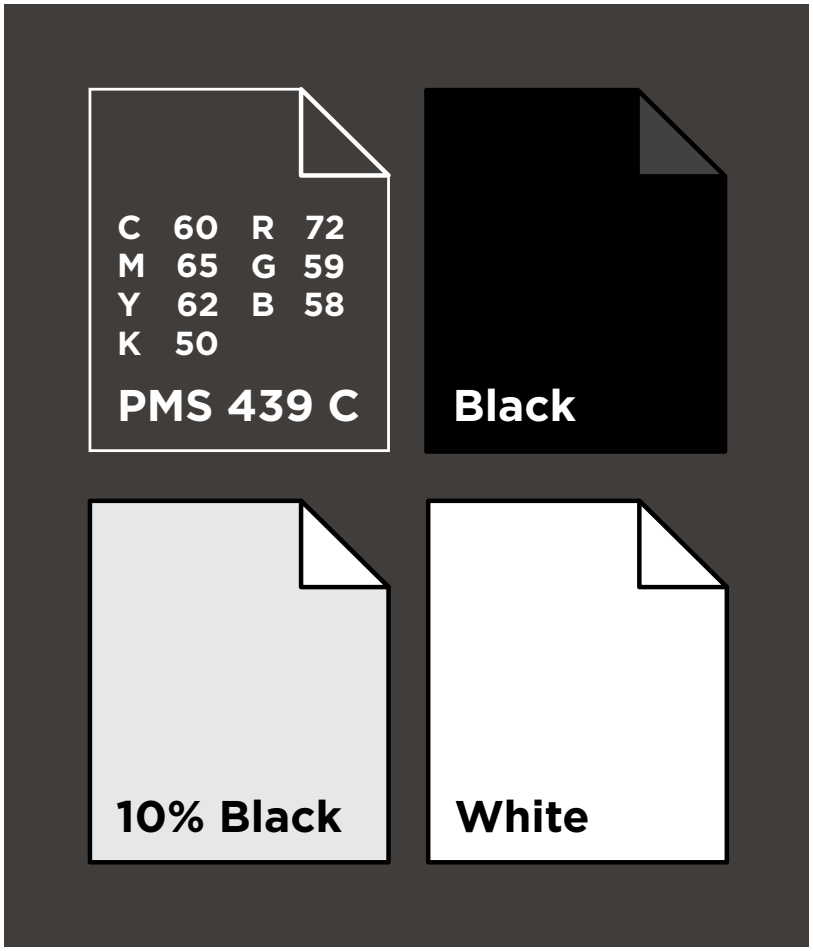
Don't remove element or adjust the layout of elements.

Don't sku or distort the logo.

Colour

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

Wherever possible PMS 439 should be printed as a spot colour.



Fonts

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

Archer BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Archer BOOK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

abc

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.

As a general rule the relationship between the logo and the type size (Xpt) is approximately 2:1 but this will need to adjusted depending on the size of the label area.

Xpt Archer Book / Xpt Leading

2/3Xpt Archer Book / Xpt Leading

1/2Xpt Archer Book and **Bold** / 2/3Xpt Leading

Style Name 18pt

Product Description 12pt

Composition: **Stoneware 9pt**

When determining font sizes and dividing by 2/3 (0.66) you should round up or down to the nearest 1/2pt.

For example if the if X = 20pt

2/3 X = 13.2 Round down to 13pt.

Imagery

It is important to have a consistent approach to imagery for Culinary Co.

When should I use imagery on the packaging?

- If a product is boxed (e.g. glasses or dinnerware).
- To better understand the products features and benefits (e.g. cookware).

Photographic Style

- The lighting should be flat with minimal shadowing, but with enough to clearly see the products form.
- The product should be photographed straight on, slightly from above (as show below).
- The images should be isolated and positioned at the bottom of the label area.
  No shadows should be applied to the product imagery.
- Products should be filled with an appropriate food or liquid where ever possible. When you have multiple sides of a pack such as the bowls you can have an range of different food to show the versatility of the product.
  Ice Cream / Soup / Cereal / Salad

Mandatory Information

Address and Country of Origin

The Spotlight Head Office address details must be include 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 products) or the actual product (e.g. the risk of being cut by sharp objects.).

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

WARNING
This product contains sharp objects.
Exercise with caution.
Adult supervison is advised

Red Text: 100M 100Y

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

WARNING: Must be in bold.

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

For large packaging formats the warning is to be scaled up to an appropriate size so that it is clearly visible at a glance.

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.

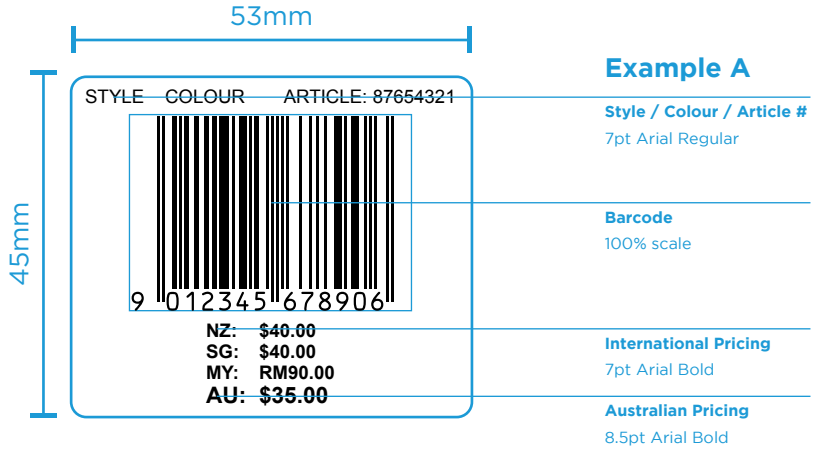
Barcode Adhesive Label

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

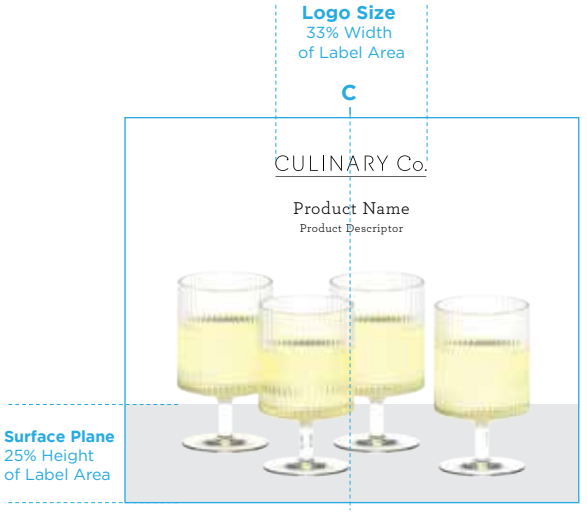


General Design Principles

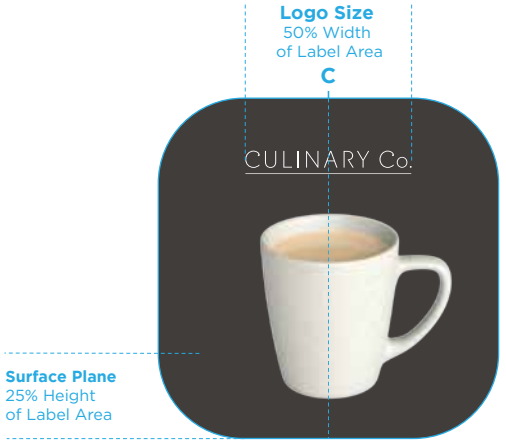
By consistently combining the key elements shown within the guidelines we can create consistency between different products and formats within the Culinary Co. product range.

- The core background colour is PMS 439 and should be the basis of all designs.
- The Logo is scaled to the size determined by the label area format ratio.
- Back of pack should be left white.
- At least 3mm bleed should be applied to all artwork.
- **WITH IMAGERY**
- The bottom 1/4 (25%) of the label area is filled with Black or 10% black depending on the background colour. This acts as a surface plane for imagery to sit on.
- The logo and Product Description are centred within the vertical space above the imagery.
- **WITHOUT IMAGERY**
- The bottom of the logo aligns to the vertical centre line of the label area and is centred horizontally.
- The Logo is scaled to the size determined by the label area format ratio.

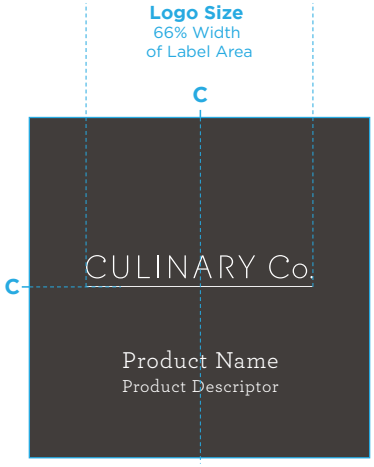
PORTRAIT (Imagery)



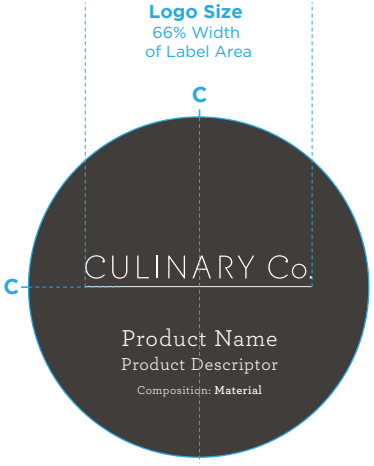
LANDSCAPE (Imagery)



SQUARE (Imagery)



SQUARE (No Imagery)



CIRCULAR (No Imagery)

LANDSCAPE (No Imagery)

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 principals to guide your design decision making.

Keep it simple and compare it to exist 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 contact the Culinary Co. buyer or Spotlight marketing team for advice.

Culinary Co / Hard Homeware / Dinnerware Set / **Printed Box**

Double Sided Design

The design has a dark and light side to show the product versatility and give options when merchandising the product in store.

Culinary Co / Hard Homeware / Dinnerware Set / **Printed Box**

Artwork shown at 22%

IMPORTANT
Dieline is for visual purposes only and needs to be updated by supplier.

Culinary Co / Hard Homeware / Wine Glasses x4 / **Printed Box**

Double Sided Design

The design has a dark and light side to show the product versatility and give options when merchandising the product in store.

The imagery used should reflect the colour tone they sit on.

For example.

White wine on the white background

Red wine on the dark background.

Culinary Co / Hard Homeware / Wine Glasses x4 / **Printed Box**

Artwork shown at 30%

Substrate:
Coated Cardboard

IMPORTANT
Dieline is for visual purposes only and needs to be updated by supplier.

PMS 439 | BLACK | BLACK 10% TINT

Culinary Co / Hard Homeware / Wine Carafe / **Printed Box**

Double Sided Design

The design has a dark and light side to show the product versatility and give options when merchandising the product in store.

The imagery used should reflect the colour tone they sit on.

For example.

White wine on the white background

Red wine on the dark background.

Culinary Co / Hard Homeware / Wine Carafe / **Printed Box**

Artwork shown at 35%

Substrate:
Coated Cardboard

PMS 439 | BLACK | BLACK 10% TINT

IMPORTANT
Dieline is for visual purposes only and needs to be updated by supplier.

Culinary Co / Hard Homeware / **Small Bowls 4 Pack**

Double Sided Design

The design has a dark and light side to show the product versatility and give options when merchandising the product in store.

The imagery used should reflect the colour tone they sit on.

For example.

Cornflakes on white background for a light bright start to the day.

A fresh salad looks best on white.

Warming soup suits the dark side.

Indulgent ice cream works well on a dark background.

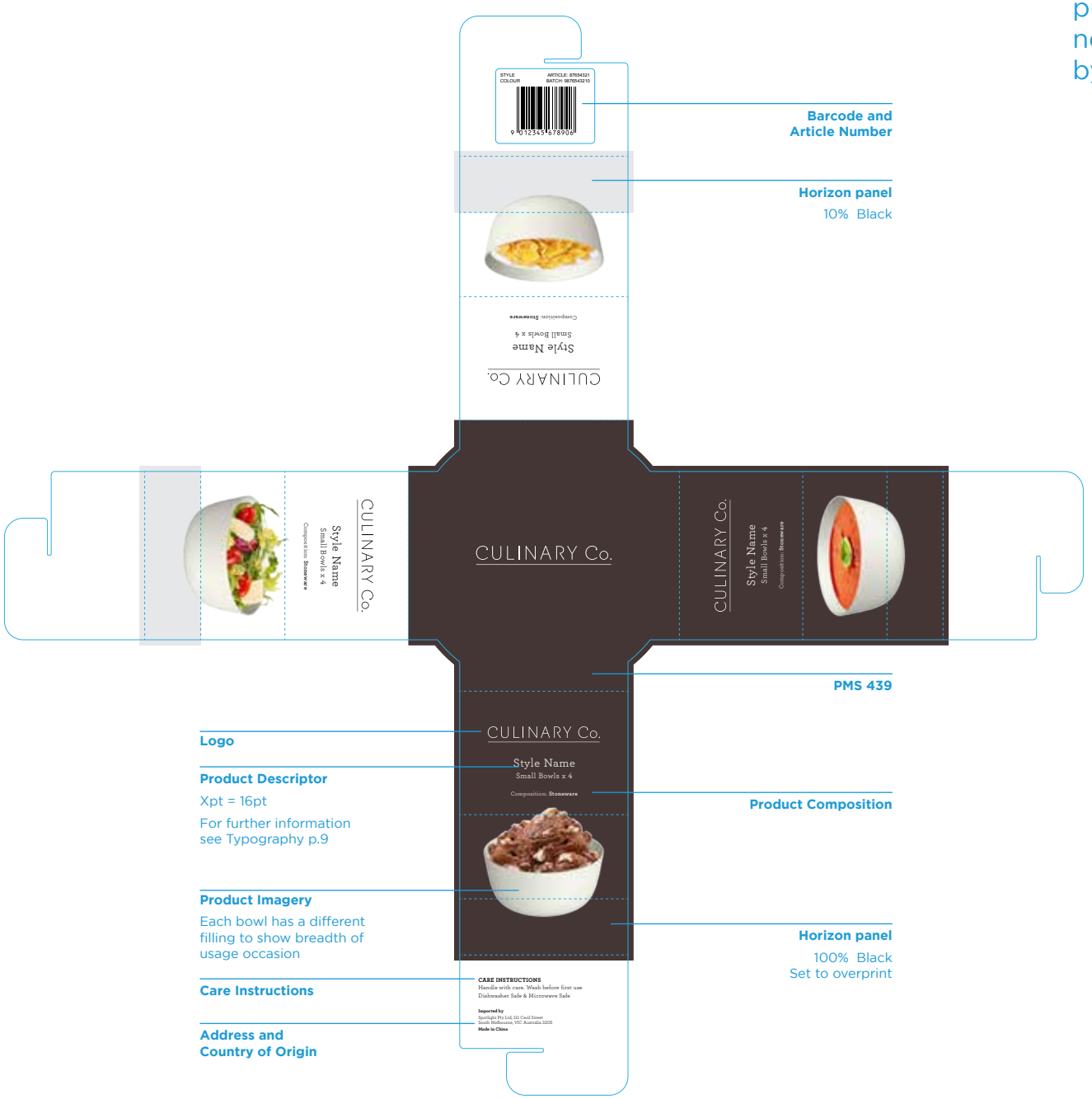
Culinary Co / Hard Homeware / **Small Bowls 4 Pack**

Artwork shown at 30%

Substrate:
Coated Cardboard

PMS 439 | BLACK | BLACK 10% TINT

IMPORTANT
Dieline is for visual purposes only and needs to be updated by supplier.



CULINARY Co.
Style Name
Side Plate x 4
Composition: Stoneware
CULINARY Co.
Style Name Side Pates x4
CULINARY Co.

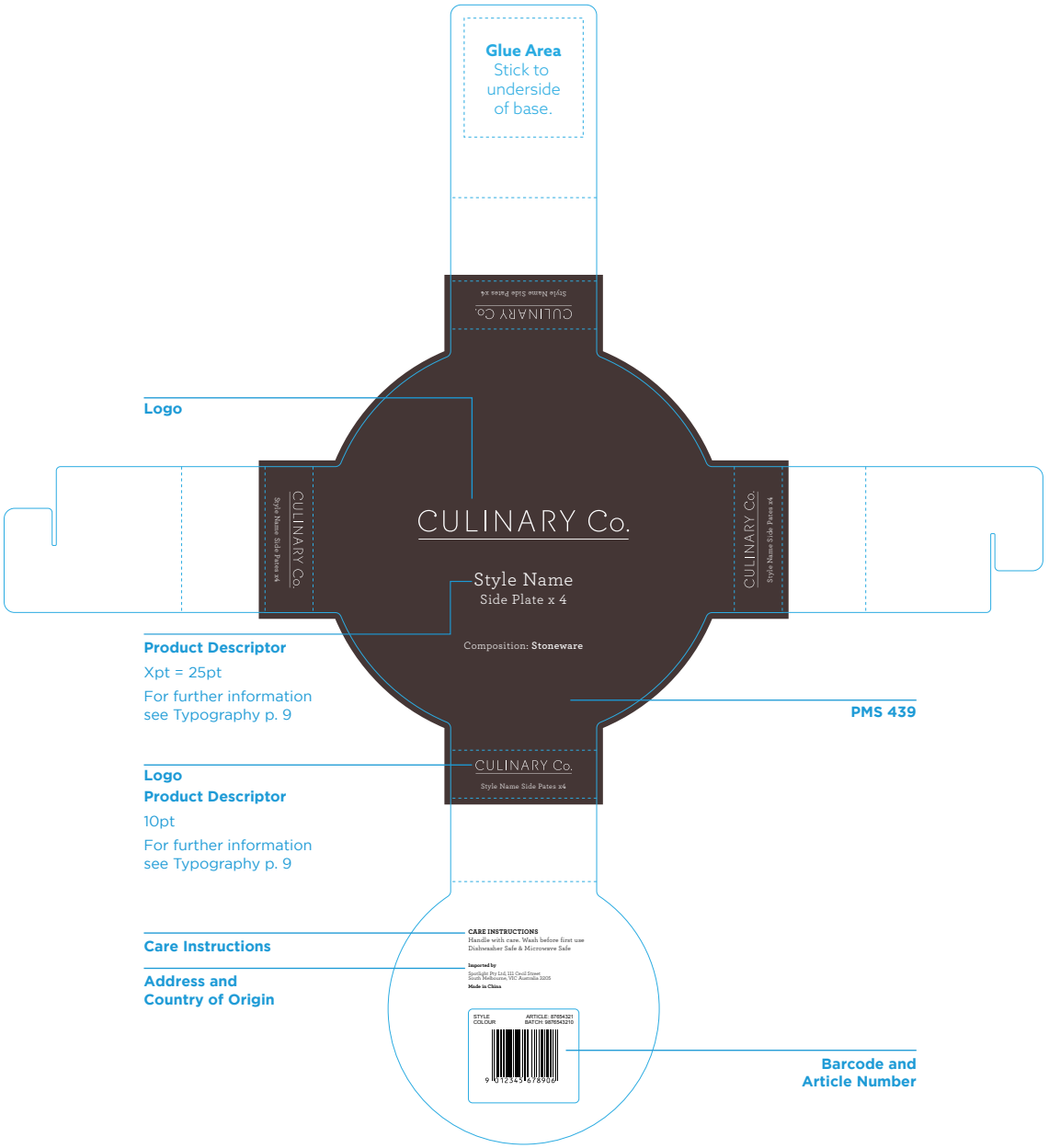
Culinary Co / Hard Homeware / **Side Plates 4 Pack**

Artwork shown at 30%

Substrate:
Coated Cardboard

PMS 439 BLACK

IMPORTANT
Dieline is for visual purposes only and needs to be updated by supplier.



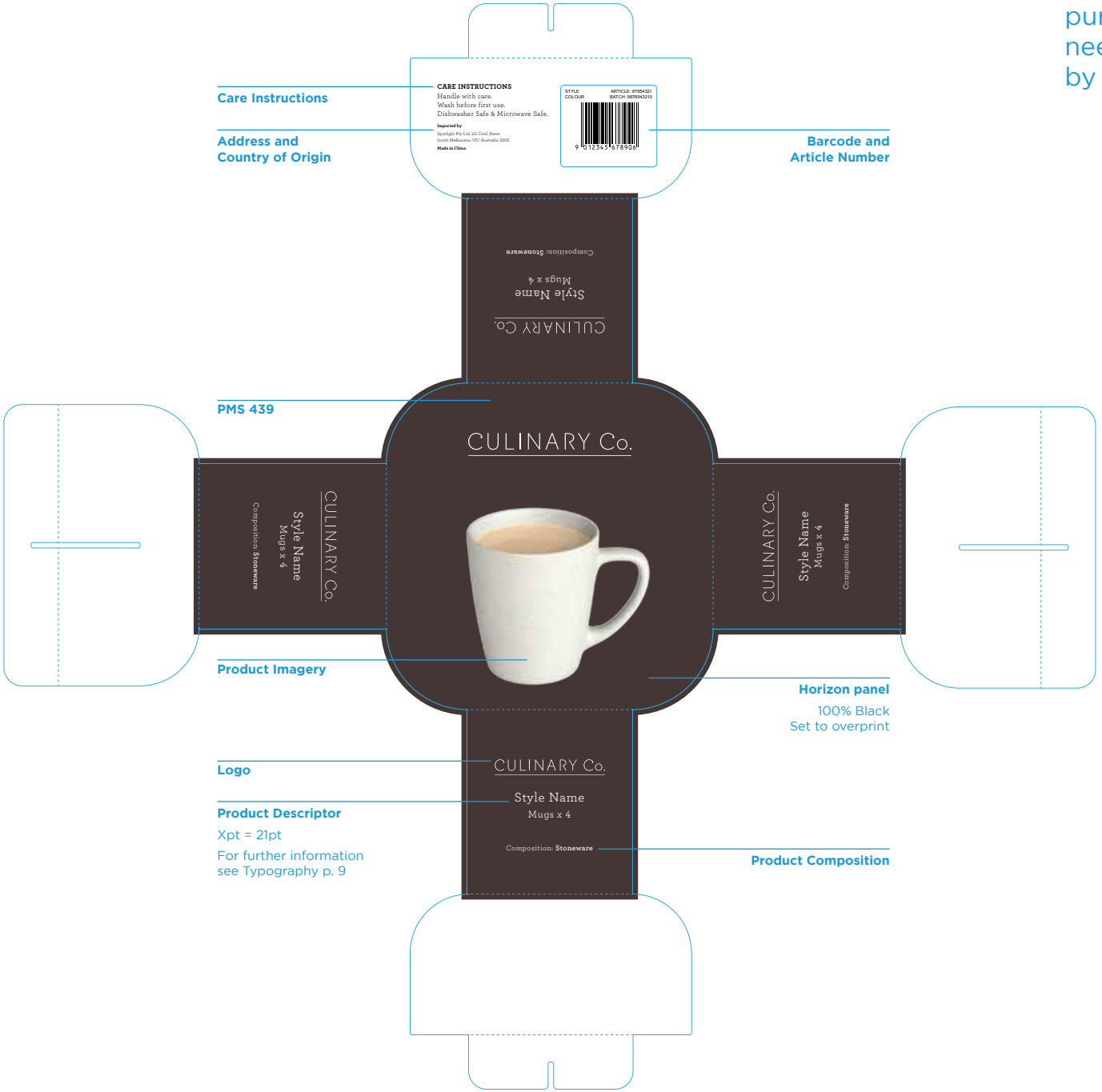
CULINARY Co.
CULINARY Co.
Style Name
Mugs x 4
CULINARY Co.
Style Name
Mugs x 4
Composition: Stoneware

Culinary Co / Hard Homeware / **Mugs 4 Pack**

Artwork shown at 30%

Substrate:
Coated Cardboard

PMS 439 BLACK



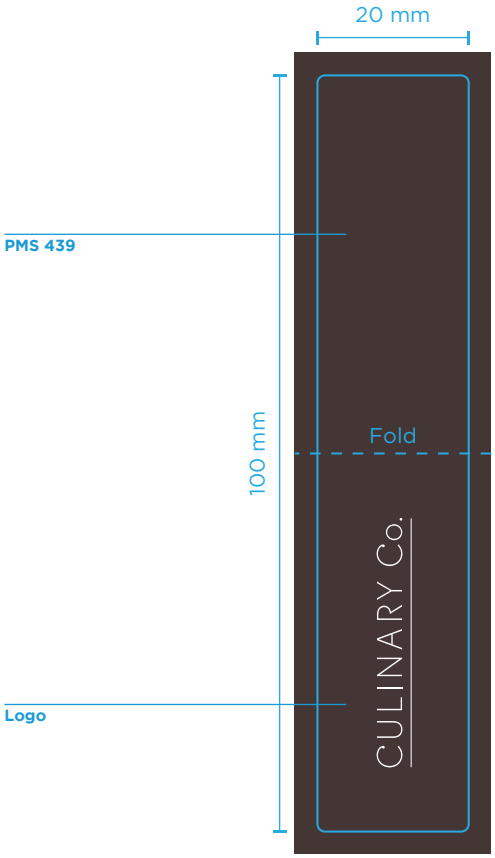
IMPORTANT
Dieline is for visual purposes only and needs to be updated by supplier.

Culinary Co / Hard Homeware / Edge Sticker / **Loose Dinnerware**

Artwork shown at 100%

Substrate: Self Adhesive Label

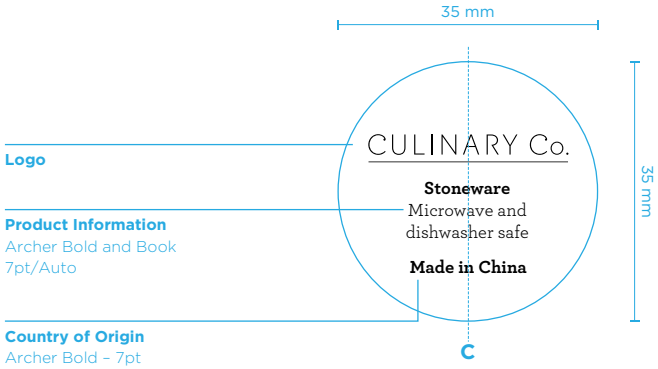
PMS 439

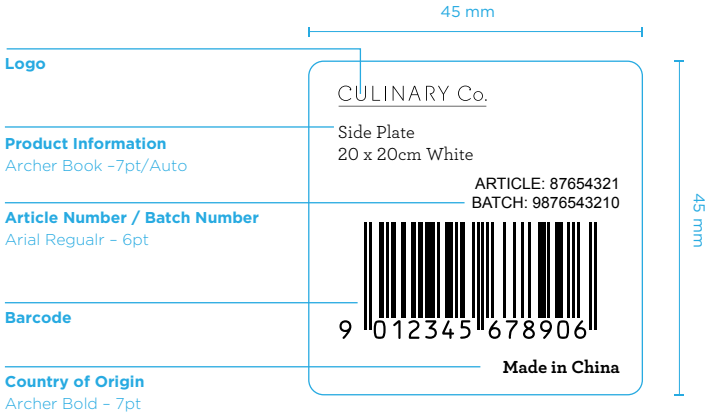


Culinary Co / Hard Homeware / Backstamp / **Dinnerware**

Artwork shown at 100%

In Situ shown at 100%

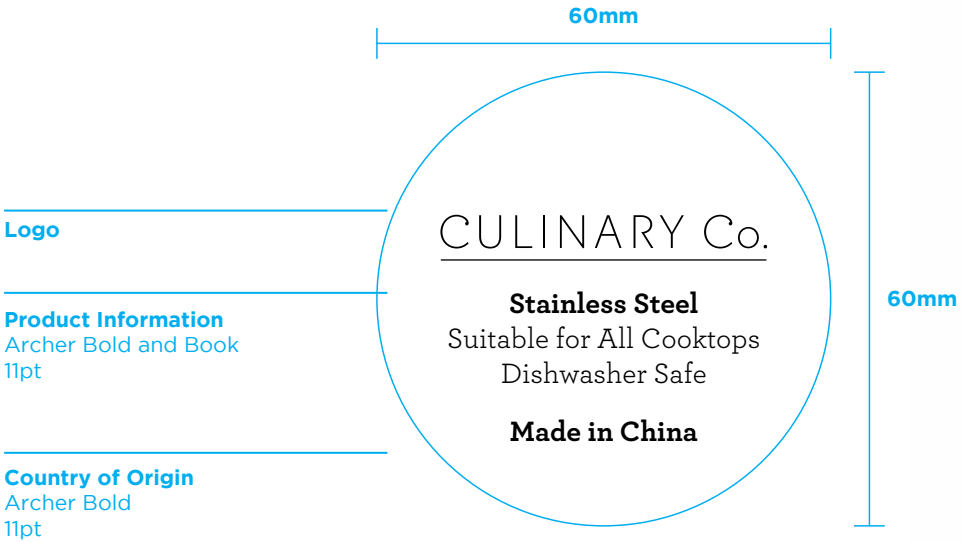




Culinary Co / Hard Homeware / Backstamp / **Cookware**

Artwork shown at 100%

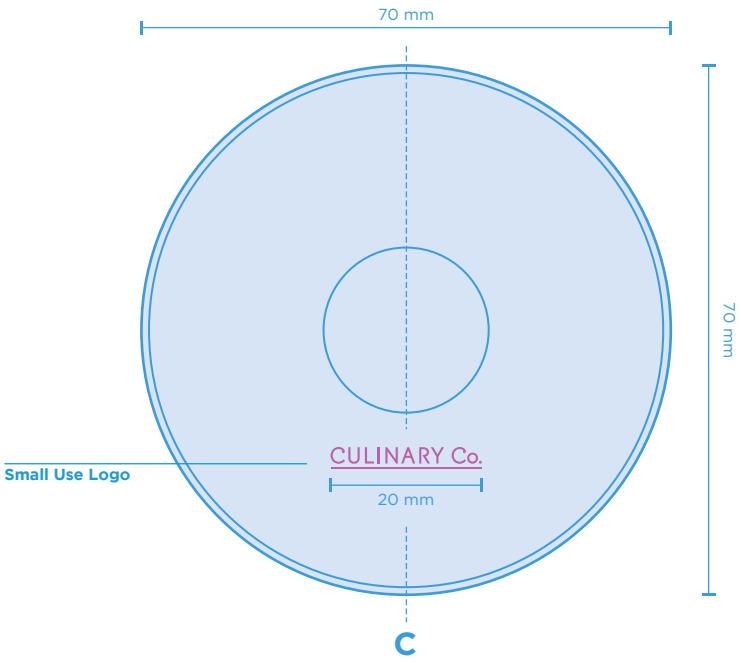
In Situ shown at 100%



Culinary Co / Hard Homeware / Etched Branding / **Glassware**

Artwork shown at 100%

Substrate:
Laser Etched Glassware



Culinary Co / Hard Homeware / Cutlery Set / **Window Box**

Culinary Co / Hard Homeware / Cutlery Set / **Window Box**

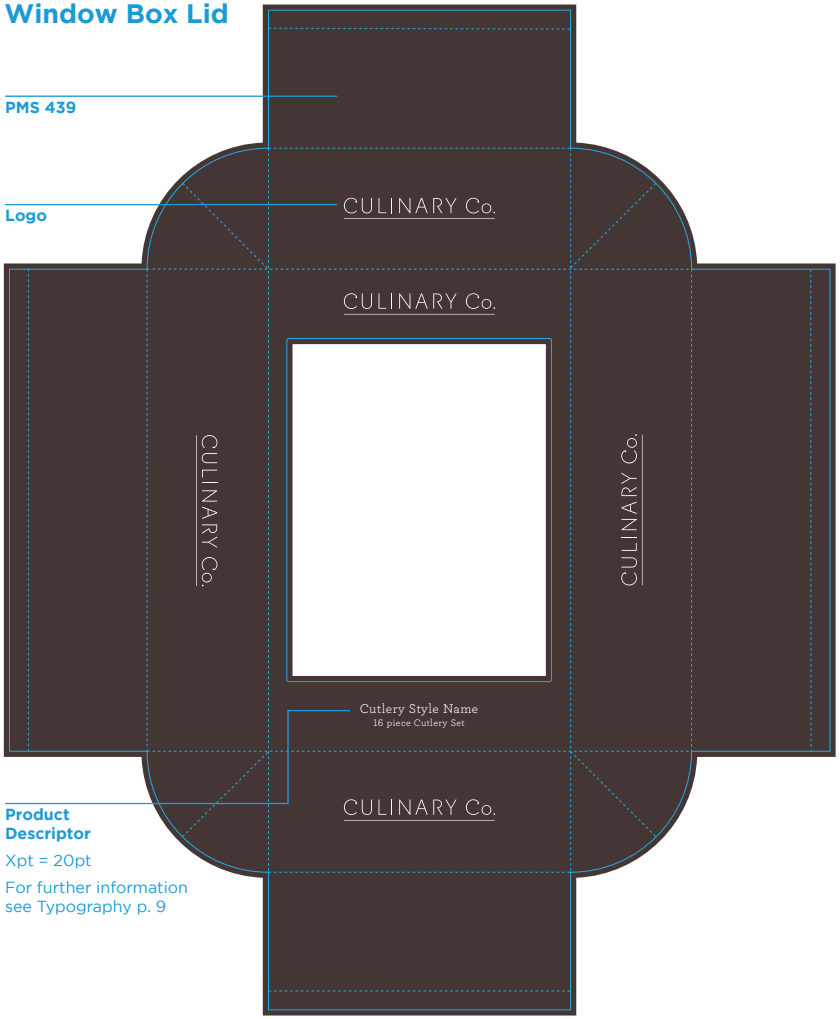
Artwork shown at 30%

Substrate:
Coated Cardboard

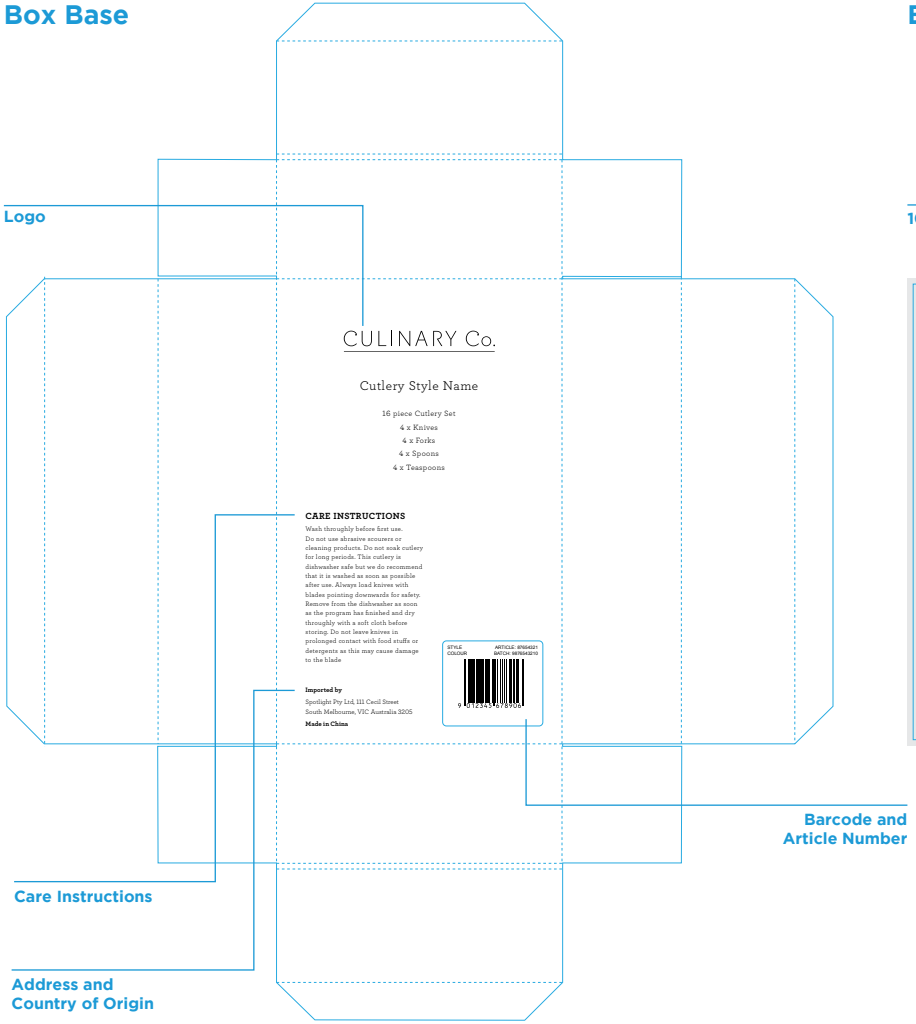
PMS 439 | BLACK | BLACK 10% TINT

IMPORTANT
Dieline is for visual purposes only and needs to be updated by supplier.

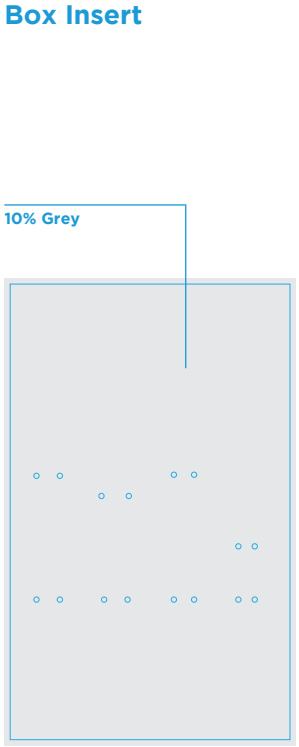
Window Box Lid



Box Base



Box Insert

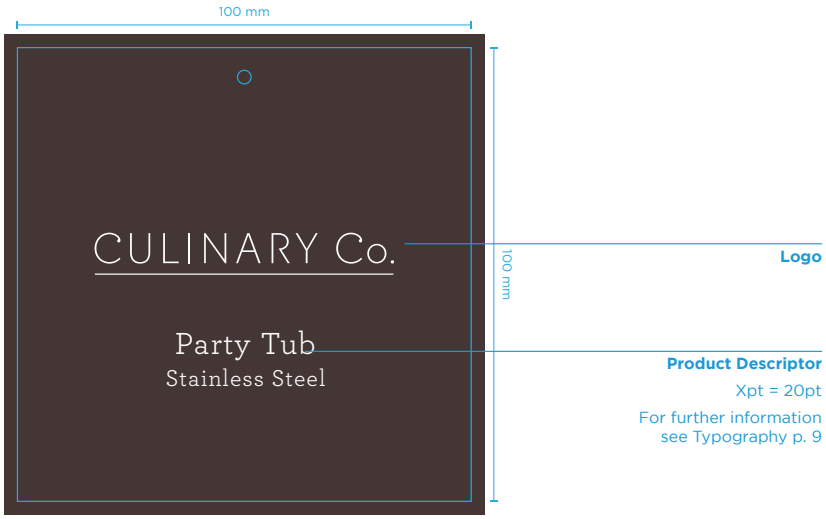


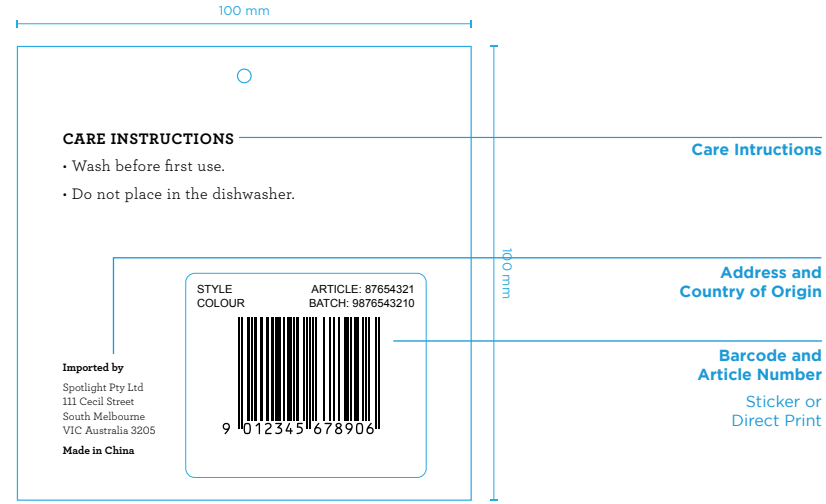
Culinary Co / Hard Homeware / Paddle Board / **Swing Tag**

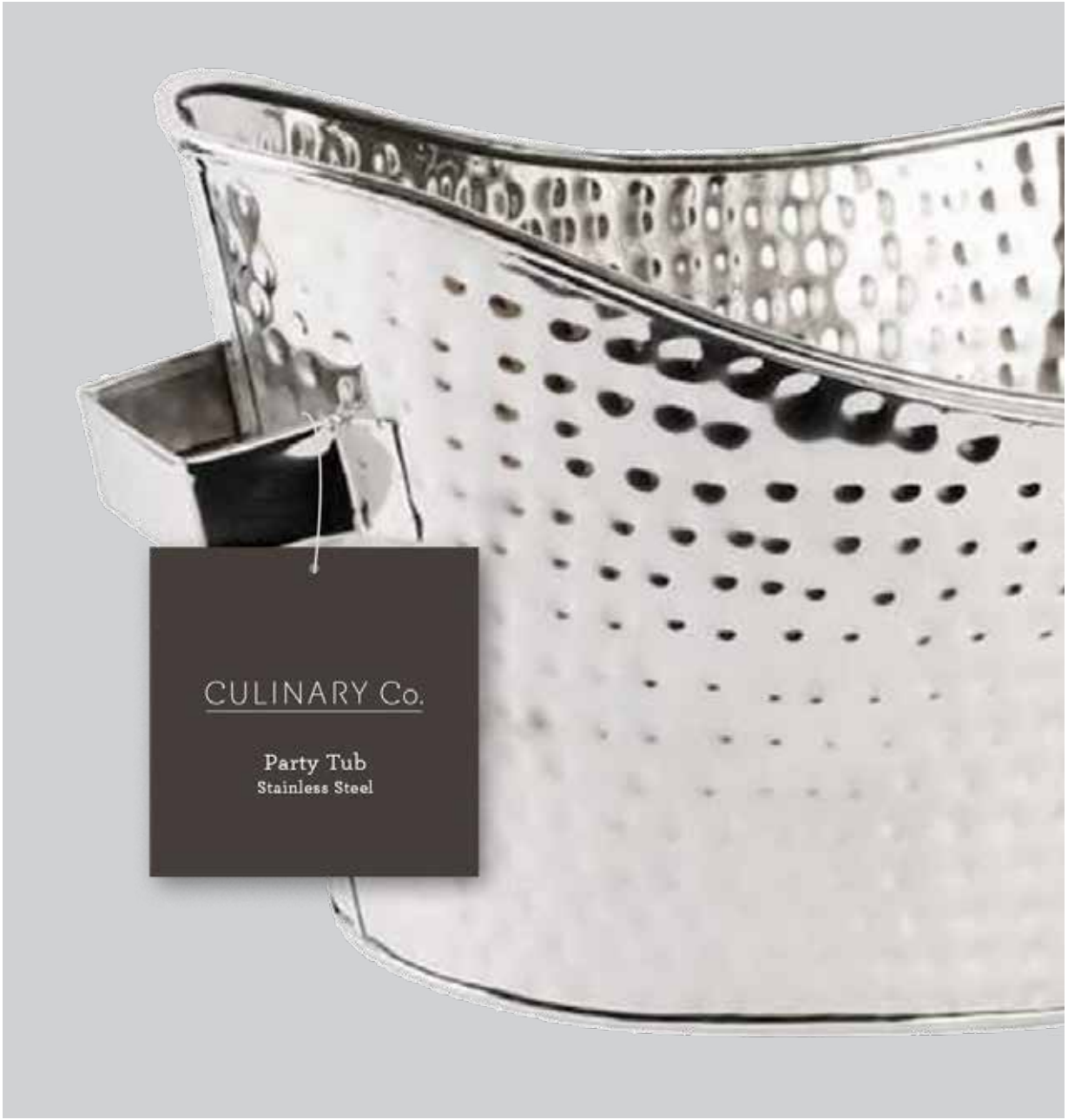
Artwork shown at 60%

Substrate:
Cardstock

PMS 439 BLACK







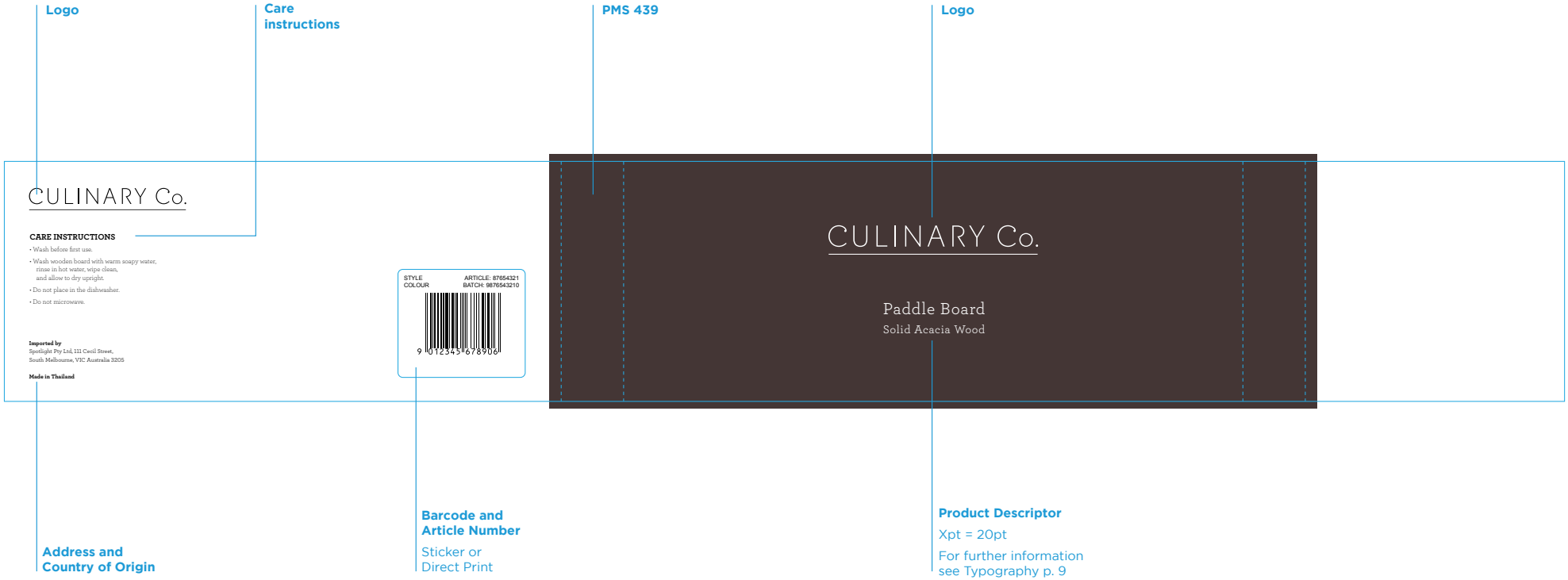
CULINARY Co.
Paddle Board
Solid Acacia Wood
CULINARY Co.
CARE INSTRUCTIONS

Culinary Co / Hard Homeware / Paddle Board / **Paper Belly Band**

Artwork shown at 40%

Substrate:
Cardstock

PMS 439 BLACK



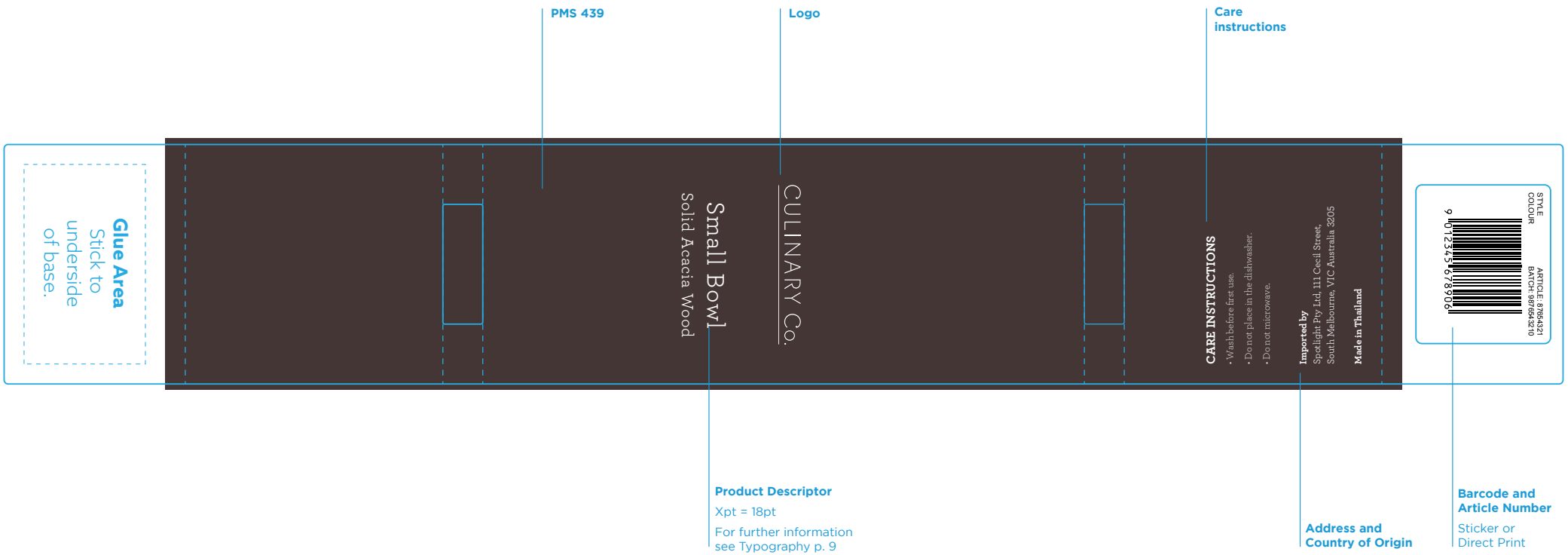
CULINARY Co.
Small Bowl
Solid Acacia Wood

Culinary Co / Hard Homeware / Small Wooden Bowl / **Paper Band**

Artwork shown at 70%

Substrate:
Cardstock

PMS 439 BLACK

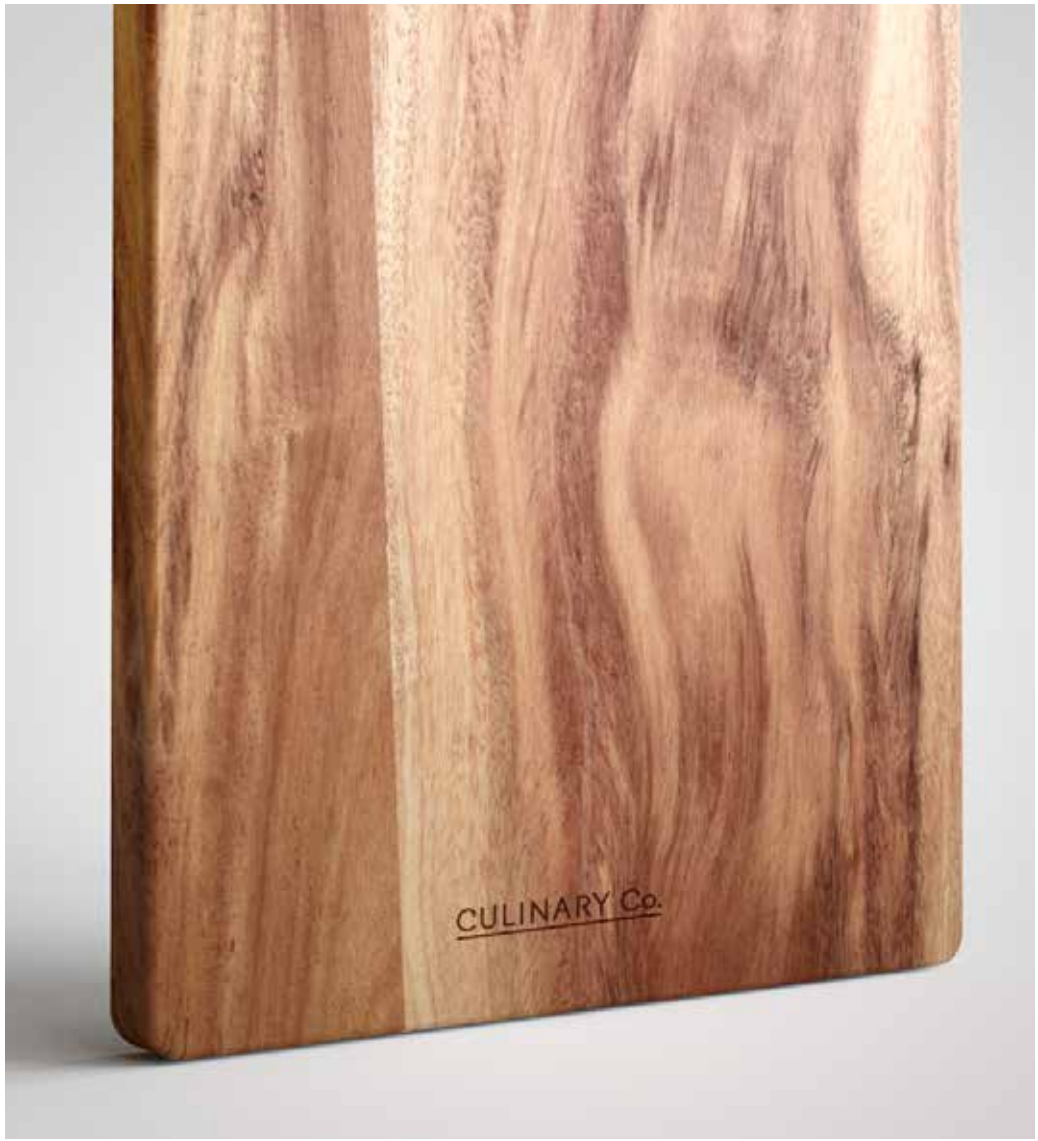


Culinary Co / Hard Homeware / Paddle Board / **Laser Etched Branding**

Artwork shown at 50%

Substrate: Laser Etched Wood

Small Use Logo

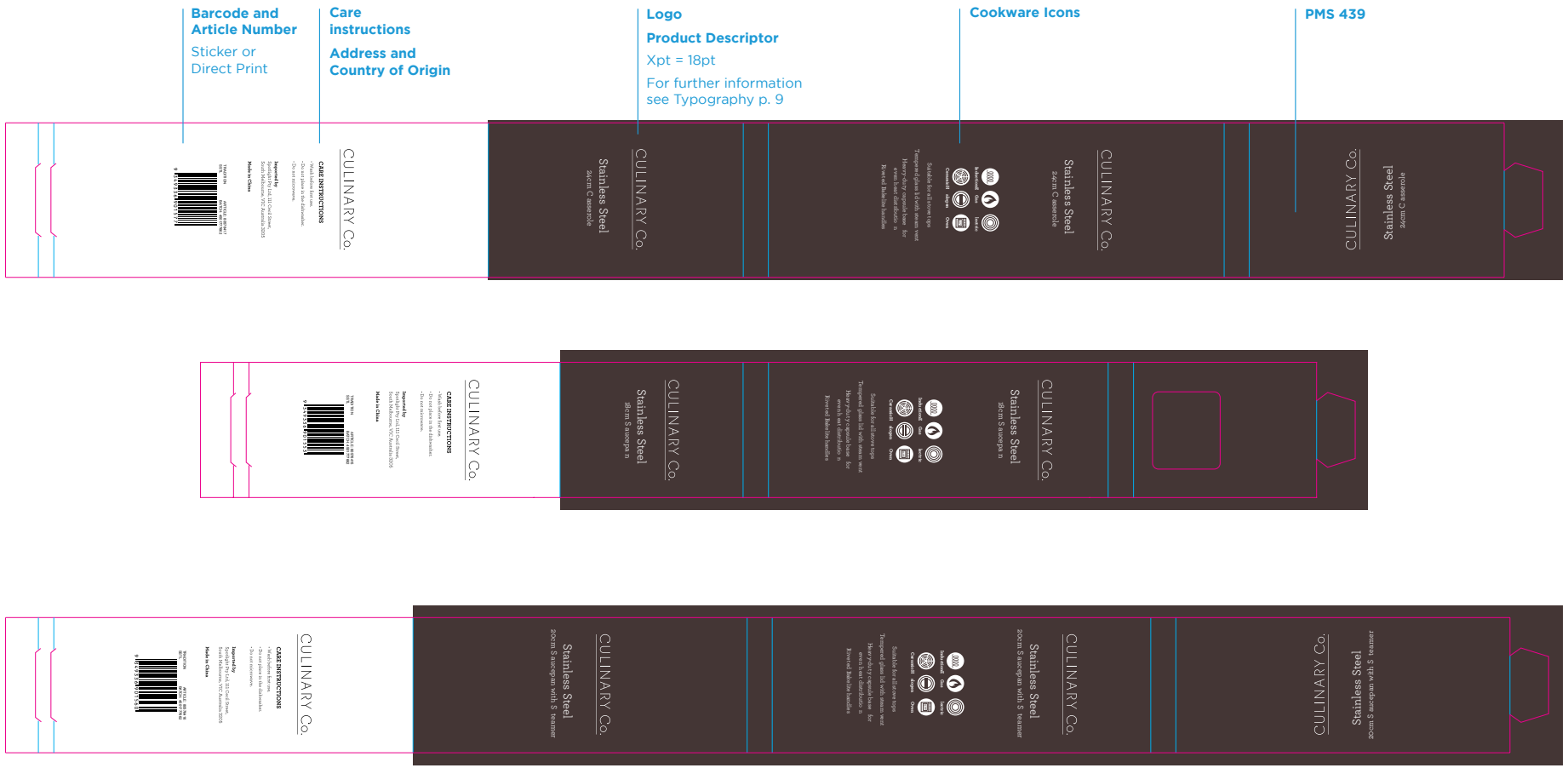


Culinary Co / Hard Homeware / Cookware / **Paper Band**

Artwork shown at 30%

Substrate: Cardstock

PMS 439 BLACK



CULINARY Co.
CULINARY Co.
Stainless Steel Cookware Set
4 Piece

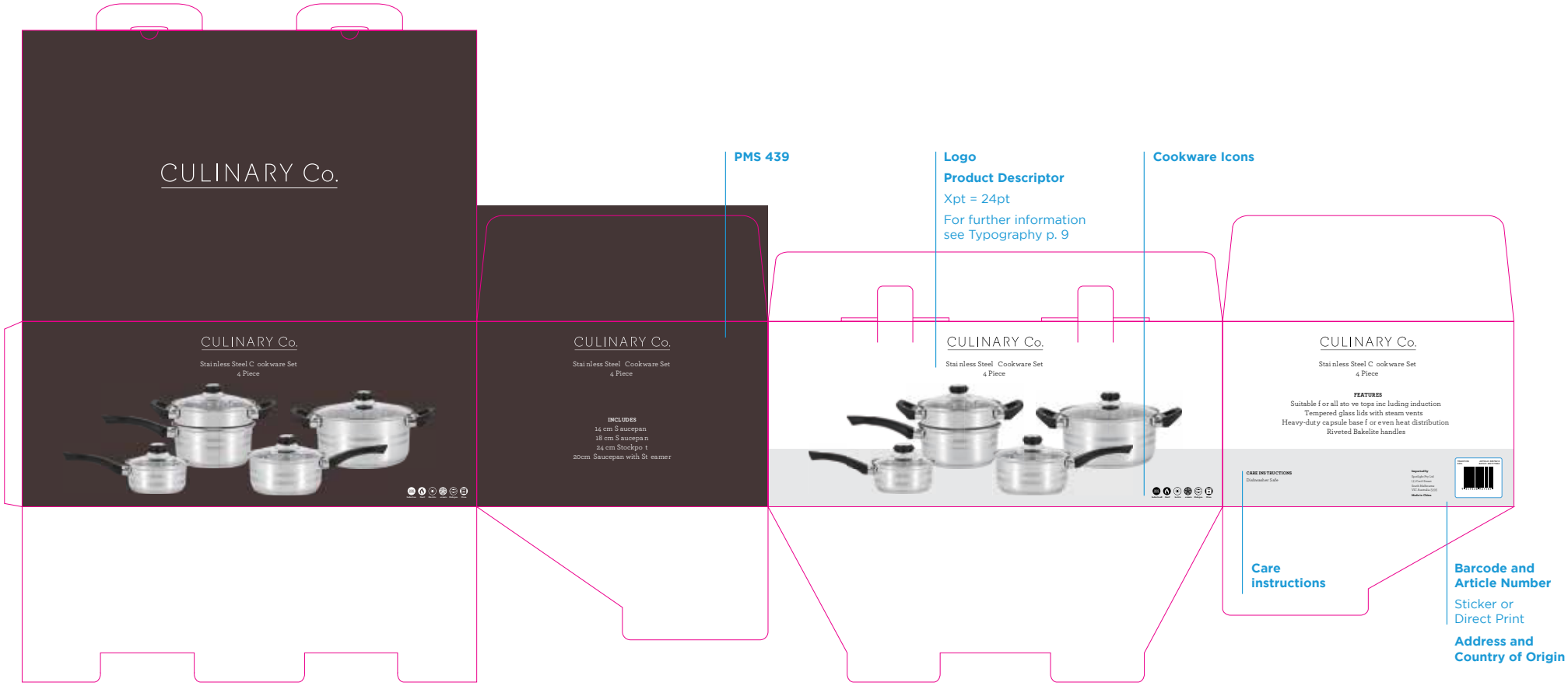
CULINARY Co.
CULINARY Co.
Stainless Steel Cookware Set
4 Piece

Culinary Co / Hard Homeware / Cookware / **Closed Box**

Artwork shown at 15%

Substrate: Cardstock

PMS 439 BLACK



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

Culinary Co._Logo.ai

Culinary Co._Logo_Black.ai
Culinary Co._Small Use_Logo.ai

Culinary Co._Logo.pdf
Culinary Co._Logo_Black.pdf
Culinary Co._Small Use_Logo.pdf

Culinary Co._Logo.eps
Culinary Co._Logo_Black.eps
Culinary Co._Small Use_Logo.eps

Culinary Co._Logo.png
Culinary Co._Logo_Black.png
Culinary Co._Small Use_Logo.png

Working files of the packaging examples have been supplied as a starting point for packaging designs. However, they are not final artwork and all content especially dielines should be checked prior to sending to print.

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 Culinary Co. products.