

emerald hill

Brand Guidelines

May 2020

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 Emerald Hill brand.

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



Contents

Brand Overview	02
Contents	03
Brand Positioning	04
Brand Toolkit	05
Logo	06
Logo Usage	07
Logo Size and Placement	08
Colour and Fonts	09
Typography	10
Imagery and Icons (to be updated)	13
Topographic Pattern	14
Packaging Anatomy	15
Mandatory Information	16
General Design Principles	18
Packaging Examples	19
Digital Brand Index	42
Approvals	43

Brand Positioning

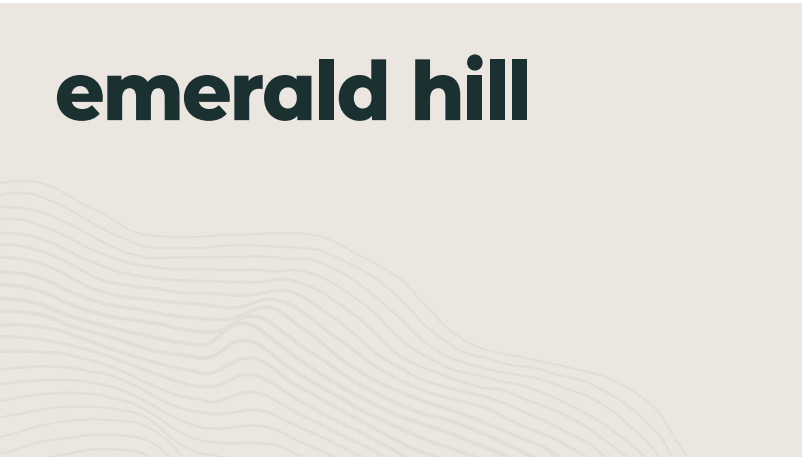
Emerald Hill Contemporary styles combined with great quality and prices. We're sure to have something for every families home budget. Z2 promotional brand. Positioned between Good and Better.

Brand Values
CONTEMPORARY
GREAT VALUE
QUALITY
ON TREND

Tier	Categories	Household Type	Brand Personality
BEST	BED LINEN	TRADITIONAL	FASHIONABLE
BETTER	BEDDING	CLASSIC	FUNCTIONAL
GOOD	BLANKETS	CONTEMPORARY	RELEVANT
ENTRY	BATH	ON TREND	
	HOME TEXTILES	BEACH HOUSE	
	READY MADES	ESSENTIALS	

Brand Toolkit

Brandmark pg 9-10



Colour and Fonts pg 9



Typography pg 10



Imagery pg 13



Pack Anatomy pg 15



Packaging Examples pg 20-31



Logo



The Emerald Hill logo is quietly confident.

The logotype is a very dark green which subtly alludes to the sophistication of an 'emerald'.

The type is simple and bold, whilst the 'topographic pattern' delicately references both the 'hill' and the ripples and folds of fabric.

The background is neutral, natural and has a element of warmth.

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)



Minimum Size

To ensure the logo is always clearly visible it should not be used any smaller than 15mm wide.

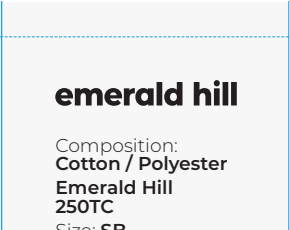
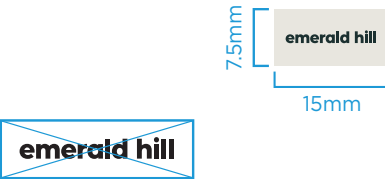
Mono Logo

A mono version of the logo has been created for use on single colour items such as 'Sewn in care labels'.

This version is NOT for general usage.



emerald Hill Egyptian Towels
ith Towel reg \$25 now \$12ea
ce Washer red \$12 now \$6ea



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 change the colourways.



Don't amend the scale or placement of the logotype.



Don't skew or distort the logo.

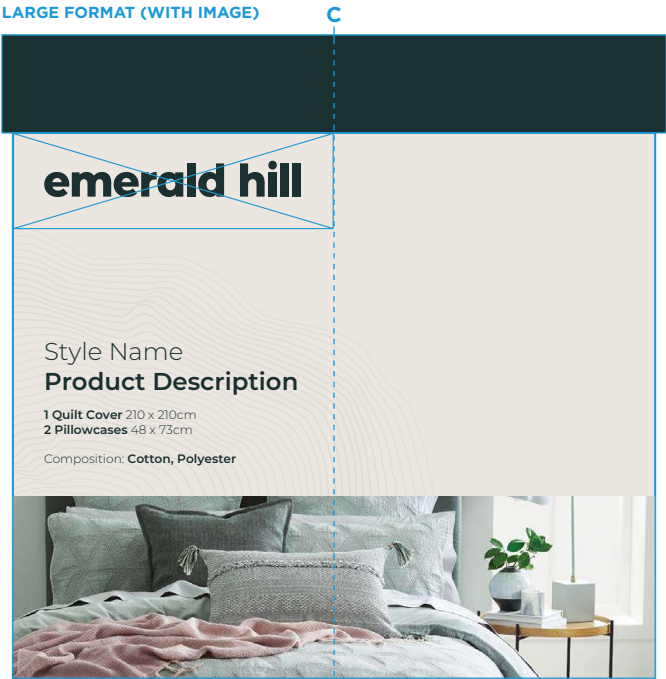
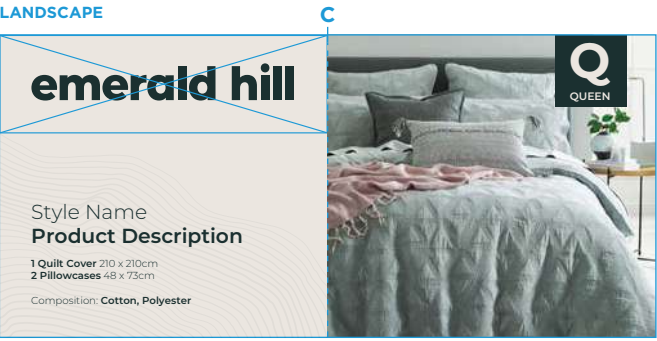
Logo Size and Placement

The logo always sits in the top left-hand corner of the label area.

It should be scaled to the width of the available label area.

If the top of the label is disrupted by any cutouts or holes the logo should be aligned underneath these intrusions. Ensure the clearspace is always observed.

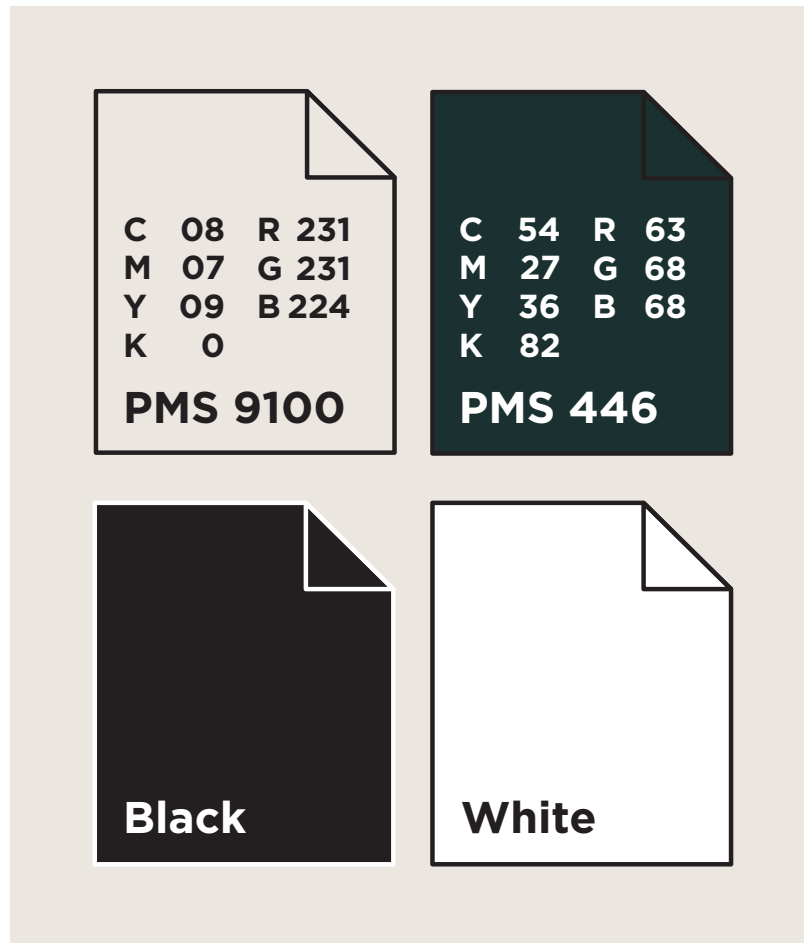
For large format labels, scale the logo to half the width of the label area.



Colour

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

Wherever possible PMS 9100 and PMS 446 should be used.



Fonts

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

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

Montserrat Light
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 titles.



Typography

Follow the ratios outlined below for all on-pack information.

Style Name

Product Description

1 Quilt Cover 210 x 210cm

2 Pillowcases 48 x 73cm

Composition: **Cotton, Polyester**

Xpt Montserrat Light / Auto Leading

Xpt Montserrat Semi Bold / Auto Leading

0.5Xpt Montserrat Semi Bold / 0.5Xpt Montserrat Light / Auto Leading

0.5Xpt Montserrat Semi Bold / 0.5Xpt Montserrat Light / Auto Leading

0.5Xpt Montserrat Light / **0.5Xpt Montserrat Semi Bold / Auto Leading**

Typography

The following examples show the relationship between 'Titles' and 'Product Details'.

Example 1 Xpt=32pt

Style Name 32pt
Product Description 32pt

00 x 00cm 16pt

Composition: **Material** 16pt

TITLE
PRODUCT
DETAILS

Example 3 Xpt=18pt

Style Name example
over two lines 18pt
Product Description 18pt

Secondary Title 13.5pt

00 x 00cm 9pt

Composition: **Material** 9pt

Minimum Size

Style Name 12pt
Product Description 12pt

00 x 00cm 9pt

Composition: **Material** 9pt

Example 2 Xpt=24pt

Style Name 24pt
Product Description 24pt

00 x 00cm 12pt

Composition: **Material 1 / Material 2** 12pt

Example 4 Xpt=24pt

240 48pt
Thread Count 24pt
Sheet Set 24pt

1 Flat sheet • 1 Fitted sheet • 2 Pillowcases 12pt

Composition: **Polyester** 12pt

Product Imagery and Icons

This page is to be updated...
further work needs to be done
on the overall photographic
guide to the tiering structure.

Entry / Good / Better / Best



Product Imagery



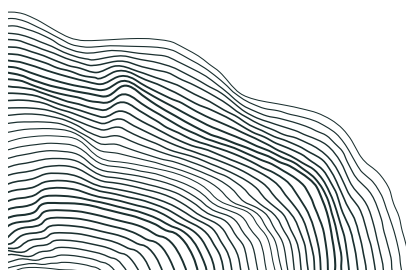
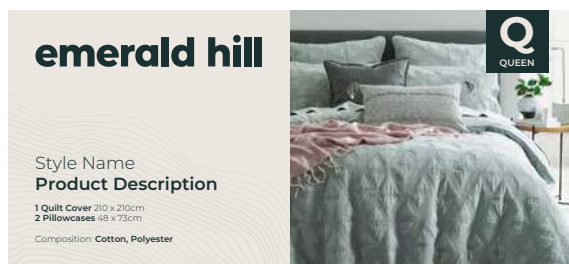
Product Icons

The icons shown above are style references only. Icon content for packaging is to be advised by department.

Topographic Pattern

The brand graphic references a topographic map of a 'hill'. It is to be used on all labels.

- The pattern is used subtly in the background of the label area. It is set to multiply and reduced to a 5% tint.
- It can be scaled and cropped to suit the available space.
- The graphic should fill approximately 50% of the label area.
- The graphic should not enter the clearspace of the logo.
- Product Information can be placed over the top of the graphic.



Topographic Pattern

Example 1



Example 2 - Square



Example 3 - Portrait



Example 4 - Landscape



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

Headings

2. Style Name

3. Product Description

Product Information

4. Dimensions / Size Icon

5. Composition

6. Topographic Pattern

7. Product Imagery
and Product Icons
(If required)

BACK OF PACK

8. Care Instructions
(How to clean it)

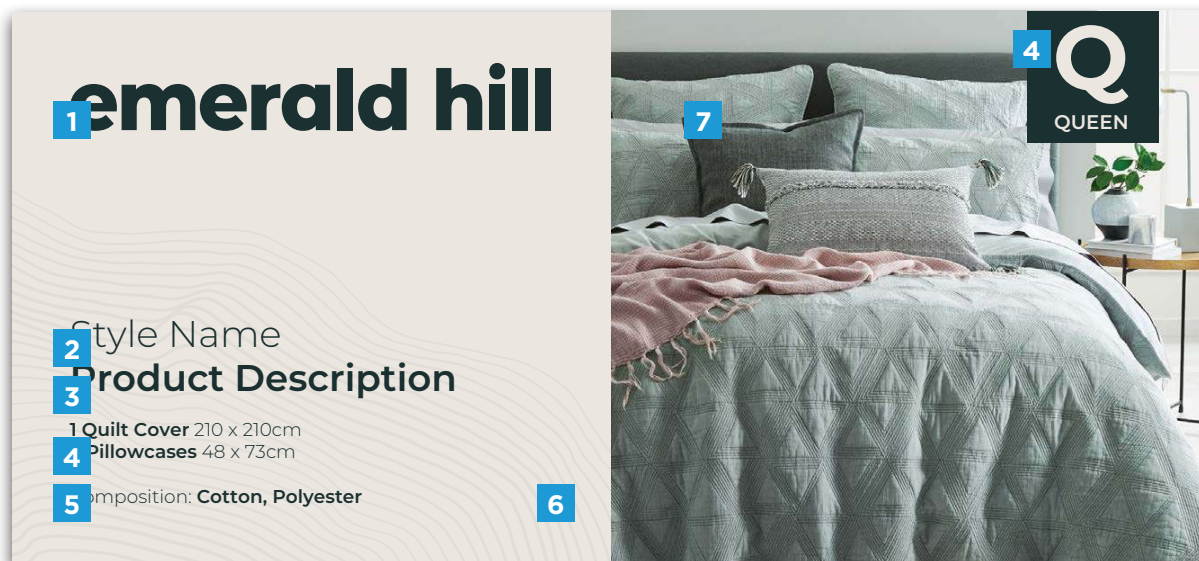
9. Product Warning
(If required)

10. Address
(Spotlight Head Office)

11. Country of Origin
(e.g. Made in China)

12. Barcode

FRONT OF PACK



BACK OF PACK



Mandatory Information

Product Dimensions

Product dimensions must be displayed on the packaging. This should be on the front of pack if the information is required for the consumer to make a purchase decision (e.g. dimensions for bed linen).

1 Quilt Cover 210 x 210cm
2 Pillowcases 48 x 73cm

If the dimensions are less important they can be included on the back of pack with the other mandatory information.

Size Icons

The 'Size Icon' is positioned in the top right-hand corner of the label.

Ensure only a minimal amount of imagery is covered up by the 'Size Icon'.



Product Composition

It is important to articulate the materials that have been used in the fabrication of any particular product.

For products such as Manchester this is critical information and should be shown on the front of pack. For other products it may be less important and can be shown on the back of pack with the other mandatory information.

The material type is shown in bold.

Composition: **Polyester**

Care Instructions

All labels must include washing or care instructions. Please ensure that the wording for these instructions is simple and easy to understand.

Please ensure that 'Dry Cleanable' and 'Do Not Dry Clean' symbols are used where appropriate.



Care Instructions

- Wash separately before use cool gentle machine wash.
- Wash inside out.
- Do not bleach, soak or wring.
- Line dry in shade.
- Do not tumble dry.
- Warm iron on reverse if desired.
- Do not dry clean. ☒

Title (Care Instructions):
10pt/Auto leading.

Bullet Points
Minimum Text Size:
8pt/Auto leading.

4pt space after paragraph between bullet points.

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: Please keep packaging away from children. Plastic covering may cause a suffocation.

Red Text:
M 100 Y 100.

Minimum Text Size:
8pt/10pt leading.
Font must be sans serif.

WARNING:
Must be in bold.

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

For large packaging formats, such as 'Bean Bag Fill', the warning is to be scaled up to an appropriate size so that it is clearly visible at a glance.

Mandatory Information

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

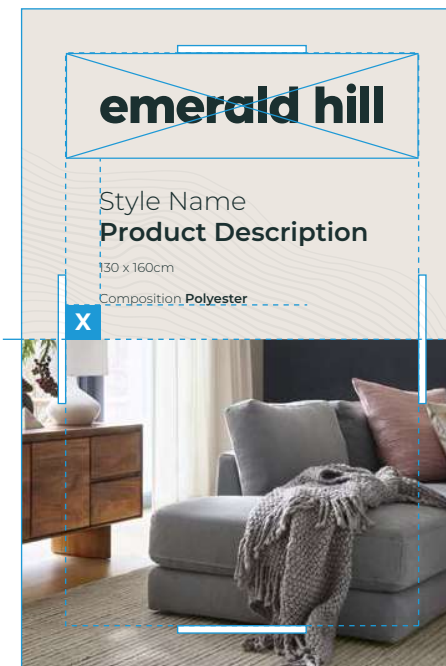
By consistently combining the key elements shown on the previous pages we can create consistency between different products and formats within the Emerald Hill range.

- The logo aligns to the top left-hand corner of the label area.
- The logo must appear on a background of PMS 9100.
- The 'topographic pattern' must be applied to all applications. See pg. 15 for further details
- The typeface is Montserrat. It aligns to the bottom left-hand side of the label area and uses 'Title Case'.
- The product information follows the sizing ratios and placement shown on the typography pages. See pg. 10-12 for details.
- Ensure all required mandatory information is in place and correct.

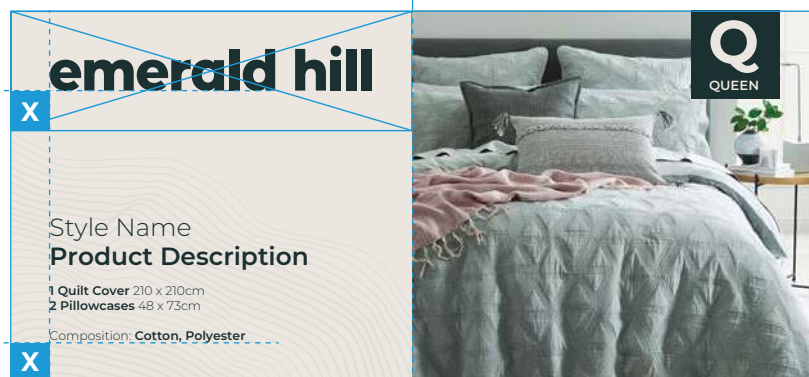
SQUARE



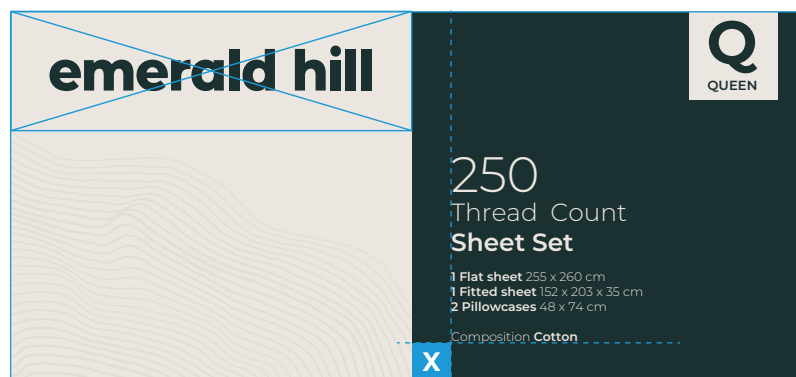
PORTRAIT (WITH IMAGERY)



LANDSCAPE (WITH IMAGERY)



LANDSCAPE (NO IMAGERY)



PORTRAIT



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 please contact your Emerald Hill buyer for the product category.

Emerald Hill / Manchester / Quilt Cover Set / Insert

In Situ shown at 40%

emerald hill

Style Name
Product Description



Q

QUEEN

emerald hill

Style Name
Product Description

1 Quilt Cover 210 x 210cm
2 Pillowcases 48 x 73cm
Composition: Cotton, Polyester



Q

QUEEN



emerald hill

Style Name
Product Description

1 Quilt Cover 210 x 210cm
2 Pillowcases 48 x 73cm
Composition: Cotton, Polyester

CARE INSTRUCTIONS

- Wash separately before use cool gentle machine wash.
- Wash inside out.
- Do not bleach, soak or wring.
- Line dry in shade.
- Do not tumble dry.
- Warm iron on reverse if desired.
- Do not dry clean. ☒


WARNING: Please keep packaging away from children. Plastic covering may cause a suffocation.

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

Article: EPH04321



9 012345 678900



Emerald Hill Brand Guidelines 20

Emerald Hill / Manchester / Quilt Cover Set / Insert

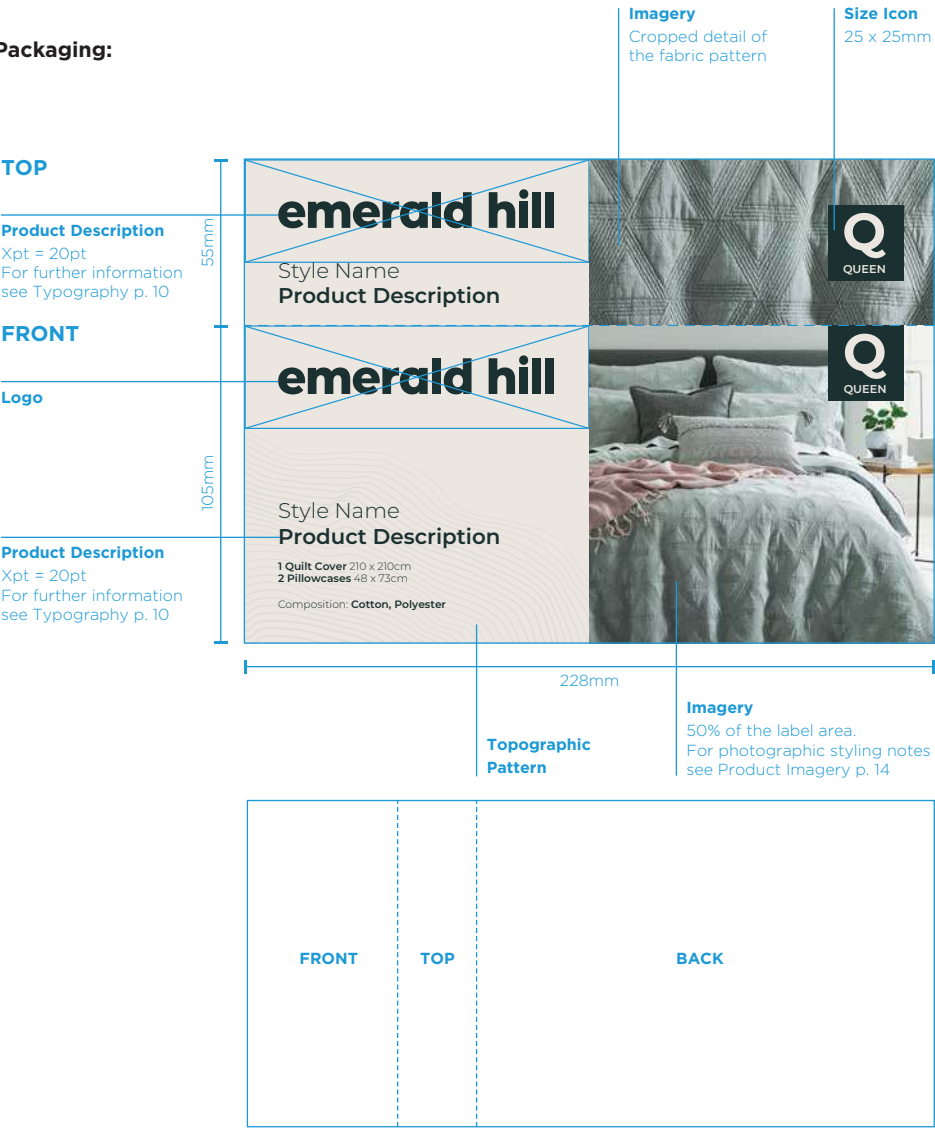
Artwork shown at 40%

Substrate:

TBC

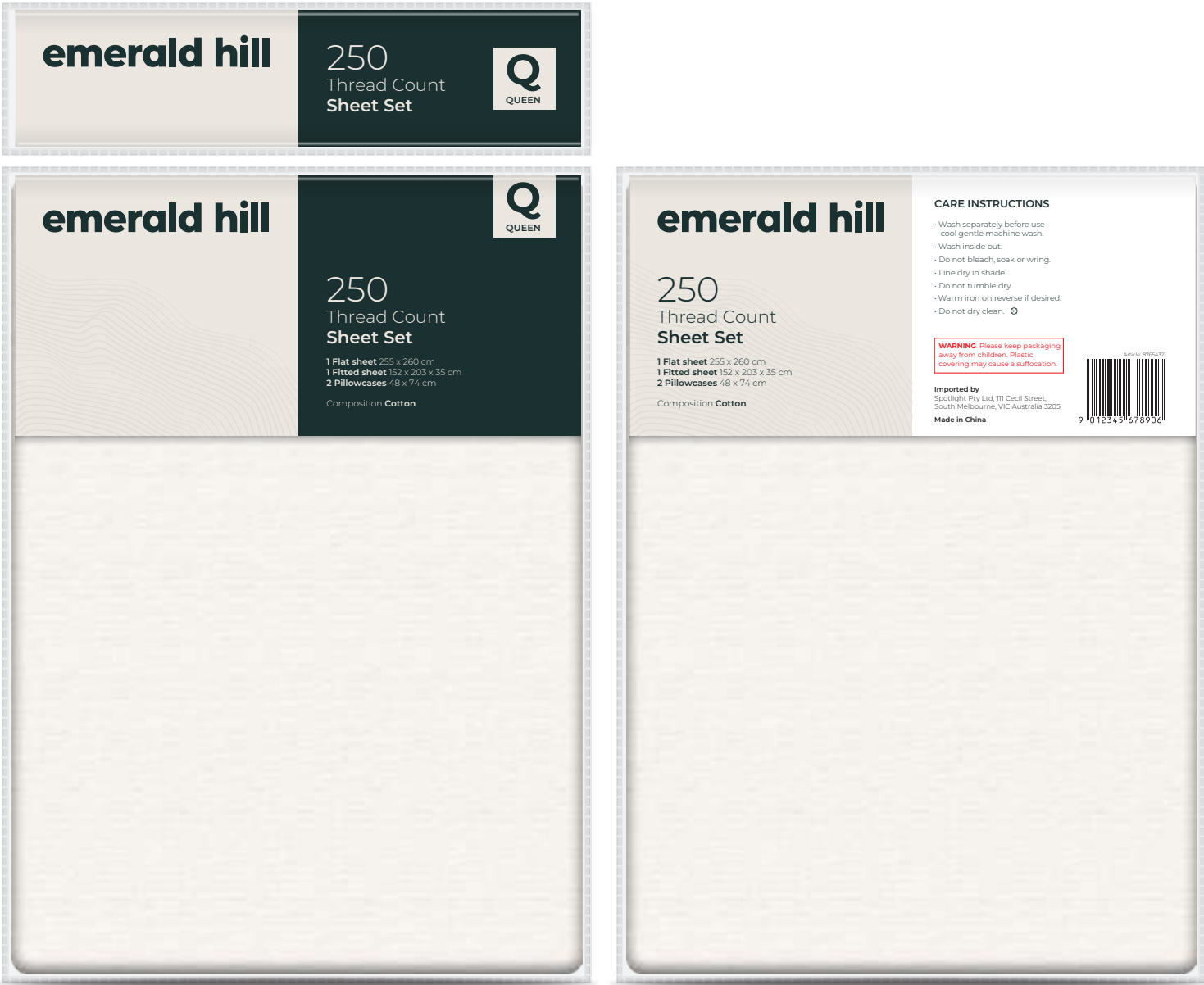
Outer Packaging:

TBC



Emerald Hill / Manchester / Sheet Set / Insert

In Situ shown at 40%



Emerald Hill / Manchester / Sheet Set / Insert

Artwork shown at 40%

Substrate:
TBC

Outer Packaging:
TBC



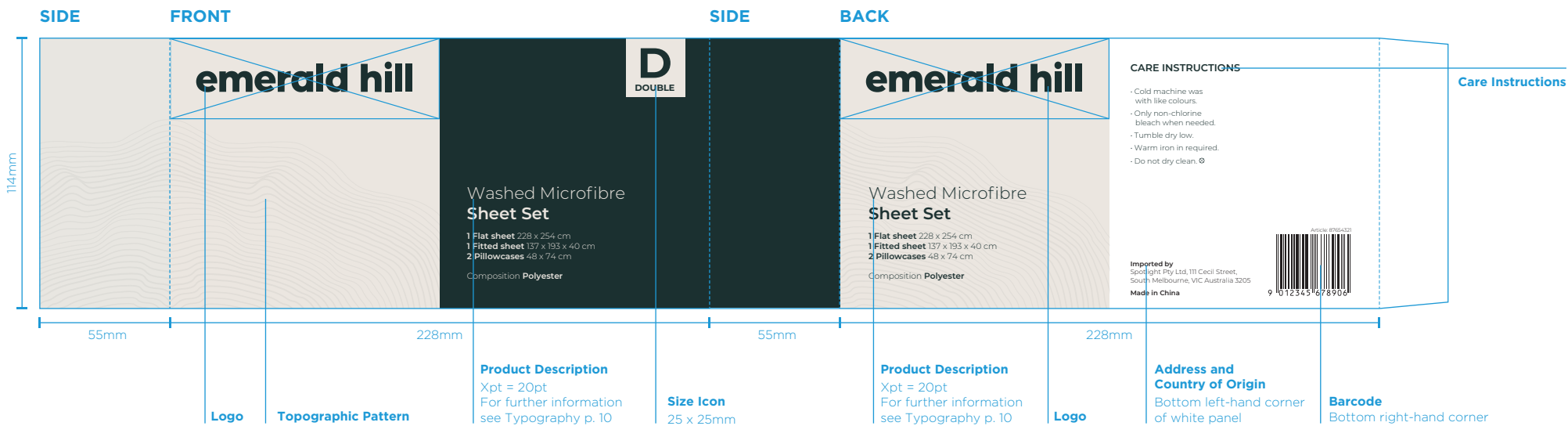
Emerald Hill / Manchester / Sheet Set in Bag / Belly Band

In Situ shown at 40%



Emerald Hill / Manchester / Sheet Set in Bag / Belly Band

In Situ shown at 40%



Emerald Hill / Manchester / Sheet Set in Bag / **Stitched Label**

In Situ shown at 40%



Emerald Hill / Manchester / Sheet Set in Bag / **Stitched Label**

Artwork shown at 75%

Substrate:
Waxed Paper



Emerald Hill / Manchester / Pillowcase / Insert

In Situ and Artwork shown at 50%

Substrate:

TBC

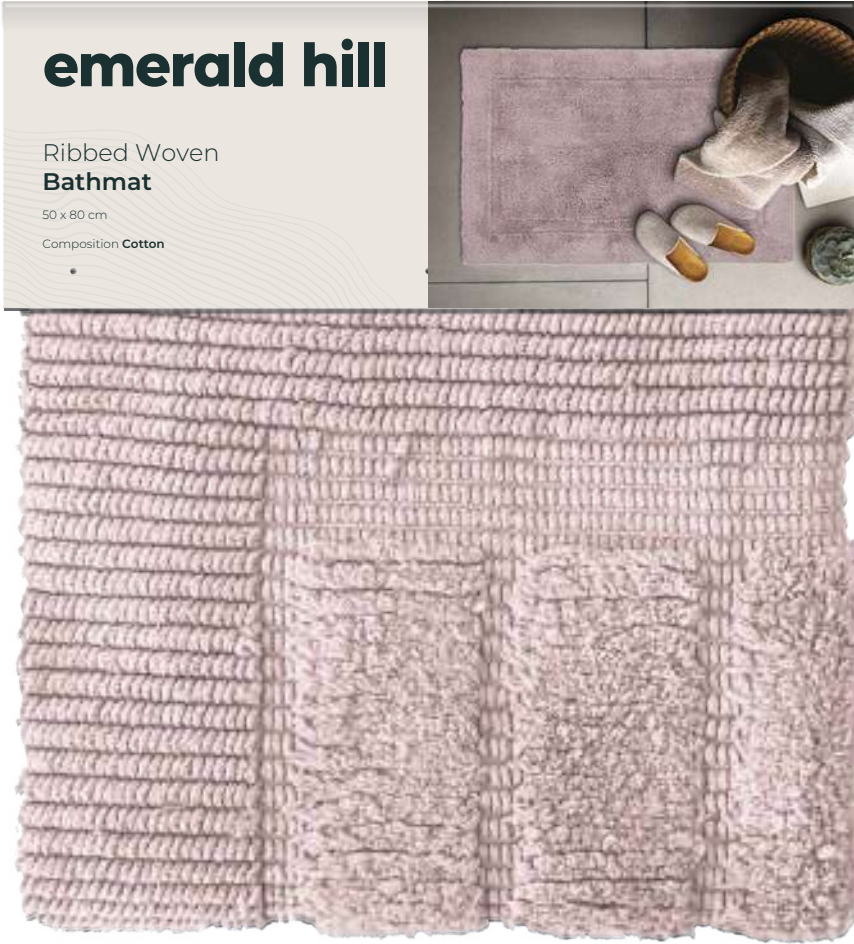
Outer Packaging:

TBC



Emerald Hill / Manchester / Bath Mat / Hangsell

In Situ shown at 45%



Emerald Hill / Manchester / Bath Mat / Hangsell

Artwork shown at 45%

Substrate:
TBC

BACK

Address and
Country of Origin
Bottom left-hand corner
of white panel

Barcode
Bottom right-hand corner

Care Instructions

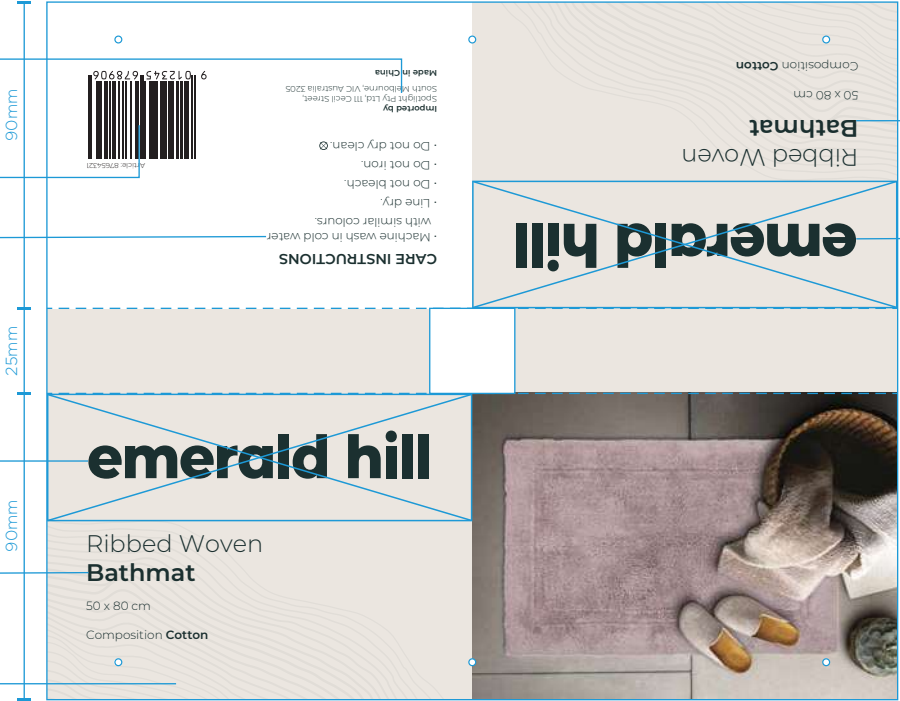
TOP

FRONT

Logo

Product Description
Xpt = 30pt
For further information
see Typography p. 10

Topographic Pattern

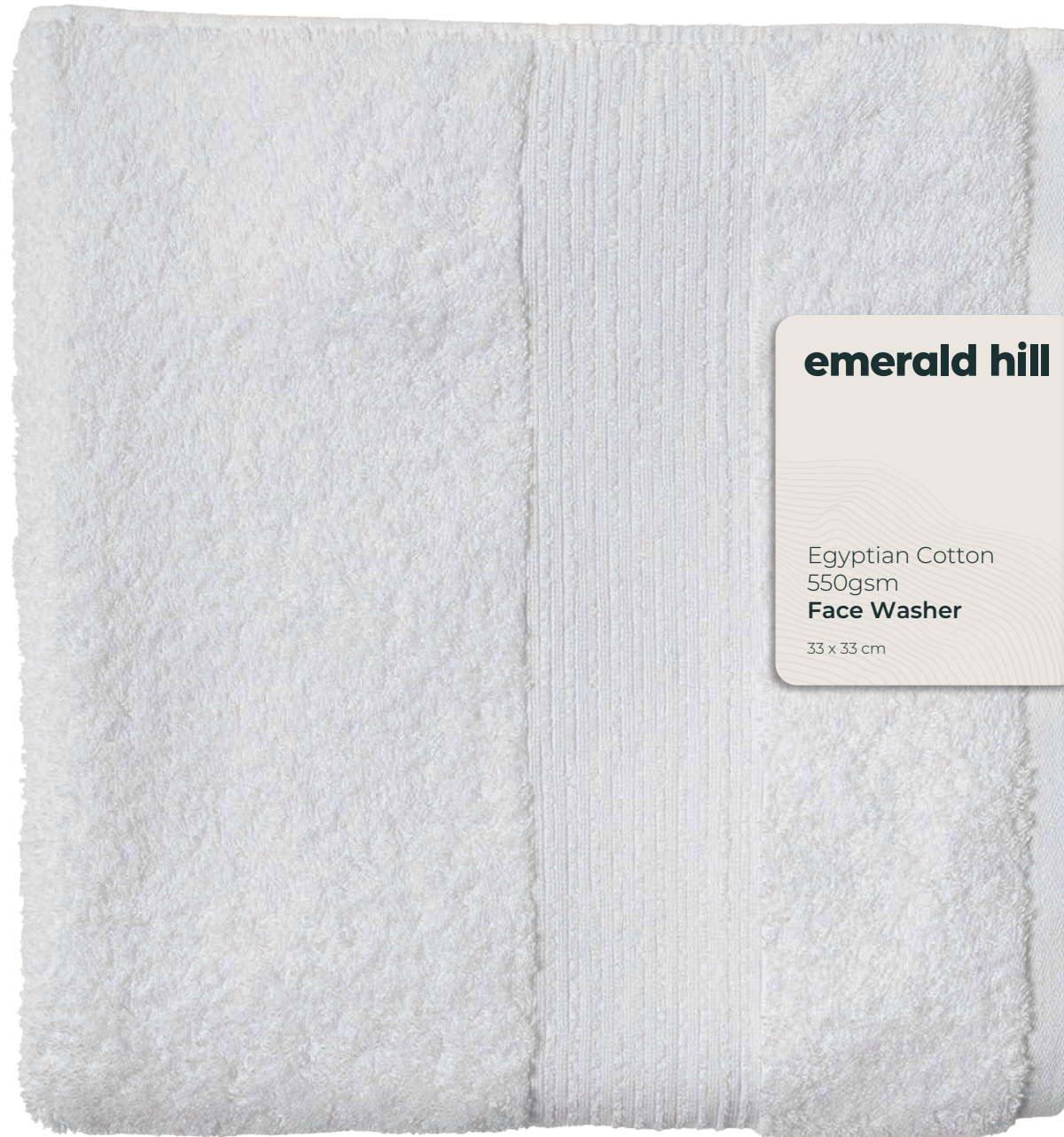


Product Description
Xpt = 20pt
For further information
see Typography p. 10

Logo

Emerald Hill / Manchester / Towels / Edge Label

In Situ shown at 65%



emerald hill

Egyptian Cotton
550gsm
Face Washer

33 x 33 cm

Emerald Hill / Manchester / Towels / Edge Label

Artwork shown at 75%

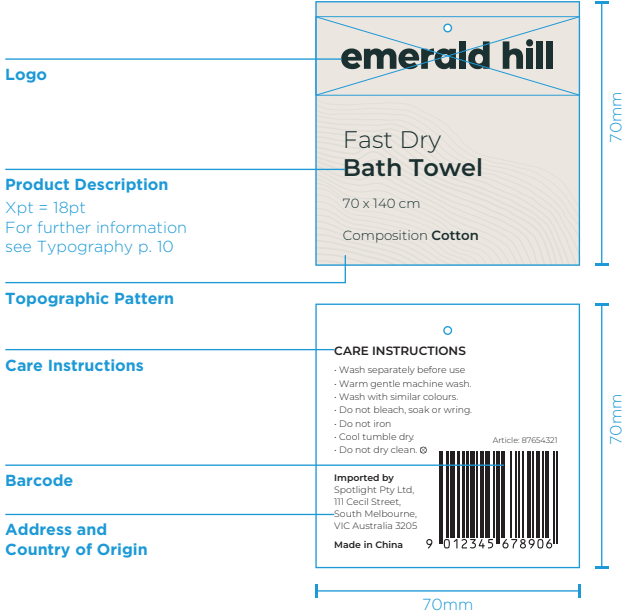
Substrate:
Cardboard XXXGSM



Emerald Hill / Manchester / Towels / Swing Tag

Artwork and In Situ shown at 50%

Substrate:
TBC



In Situ shown at 40%



Emerald Hill / Furnishings / Ready-Made Curtains / Insert

Artwork shown at 40%

Substrate:

Glossy Card 250GSM

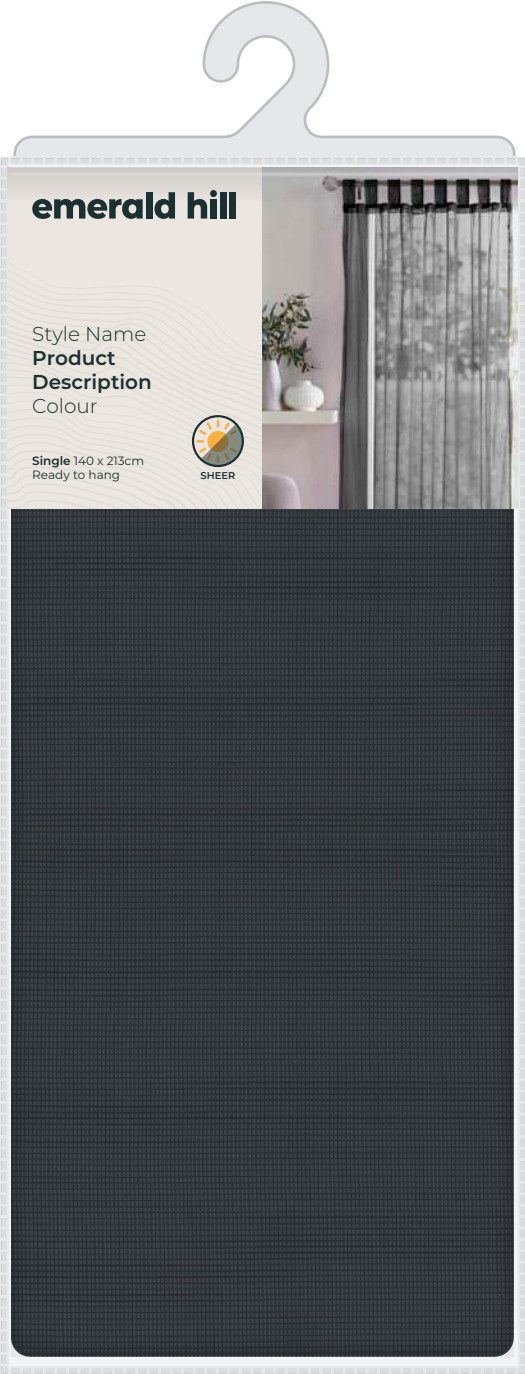
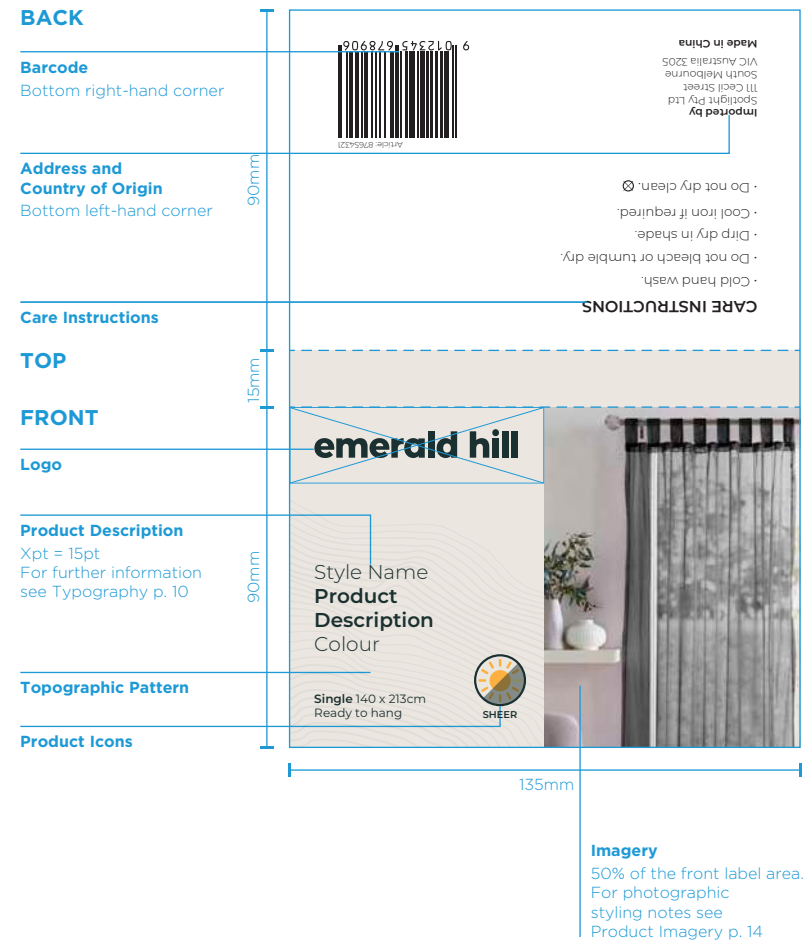


Emerald Hill / Furnishings / Ready-Made Sheers / Hangsell

Artwork and In Situ shown at 50%

Substrate:
250GSM Insert

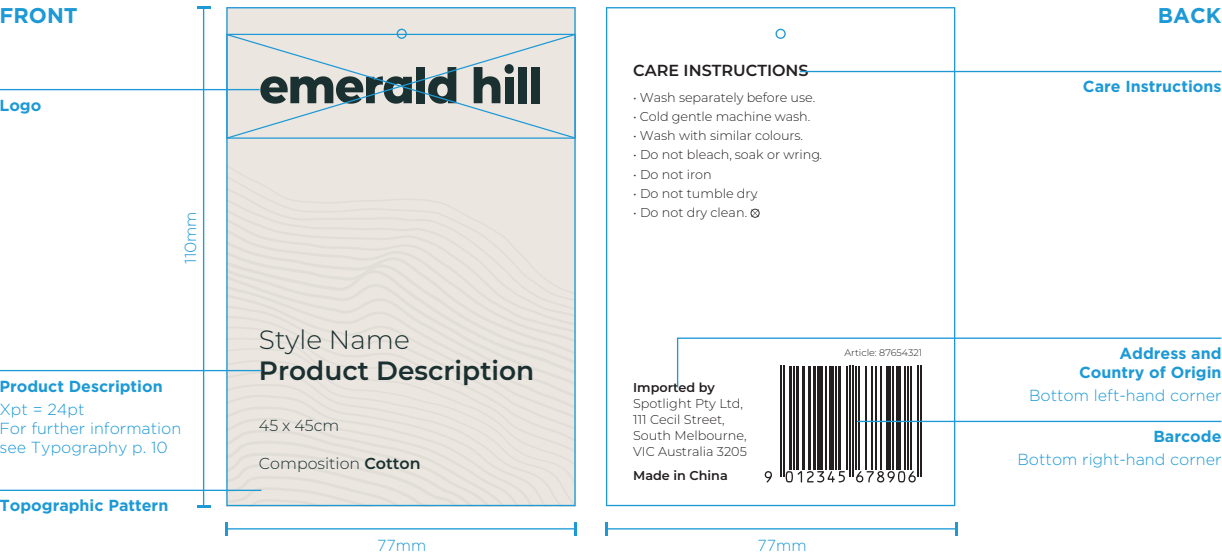
Outer Packaging:
PVC Bag at least 0.14mm (140 Microns)



Emerald Hill / Home Décor / Textiles / Swing Tag

Artwork and In Situ shown at 60%

Substrate:
Cardboard XXXGSM



Emerald Hill / Manchester / Blankets and Throws / Card Label

In Situ shown at 50%



Emerald Hill / Manchester / Blankets and Throws / Card Label

Artwork shown at 50%

Substrate:
Cardboard XXXGSM

FRONT

Logo

Product Description
Xpt = 20pt
For further information
see Typography p. 10

Topographic Pattern

Imagery
50% of the front label area.
For photographic
styling notes see
Product Imagery p. 14



BACK

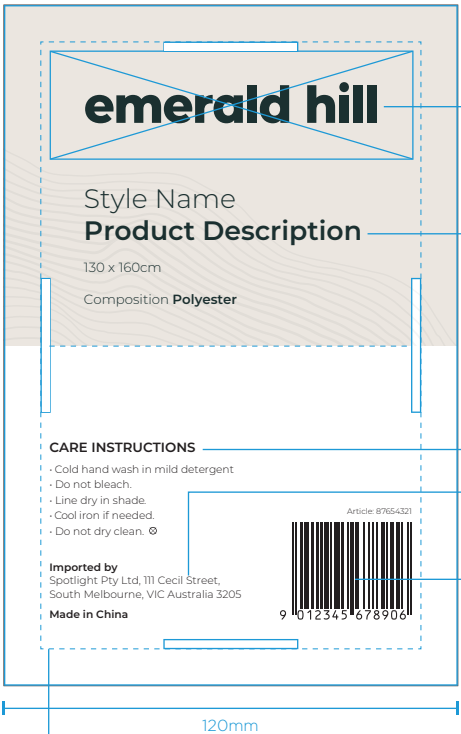
Logo

Product Description
Xpt = 20pt
For further information
see Typography p. 10

Care Instructions

**Address and
Country of Origin**
Bottom left-hand corner

Barcode
Bottom right-hand corner



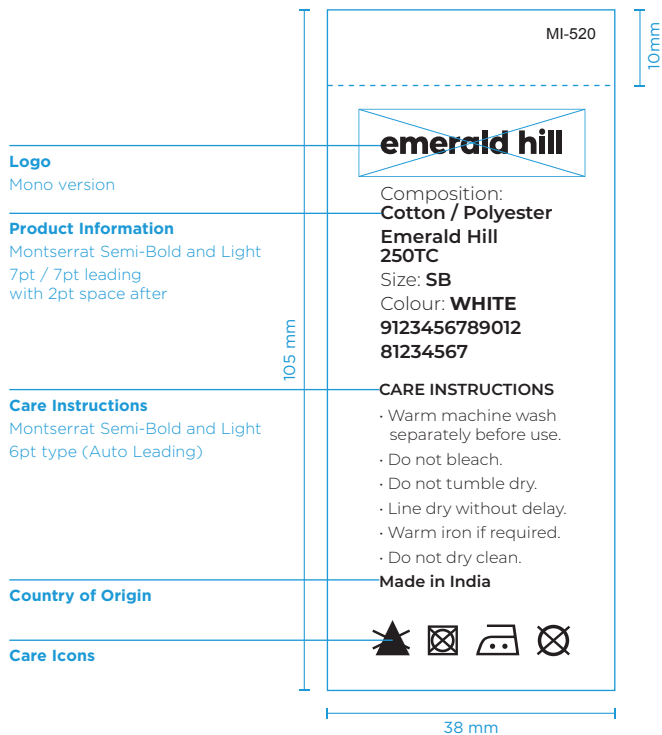
Clearspace
Due to the overlapping of the ribbon on this label,
the edges of the 'clearspace' (indicated by the
dashed blue line) have been reduced ensuring
all information is visible.

Emerald Hill / Manchester / Single sided Sewn in care label / Item Specific Label

Artwork shown at 100%

In Situ shown at 100%

Substrate:
Client to advise

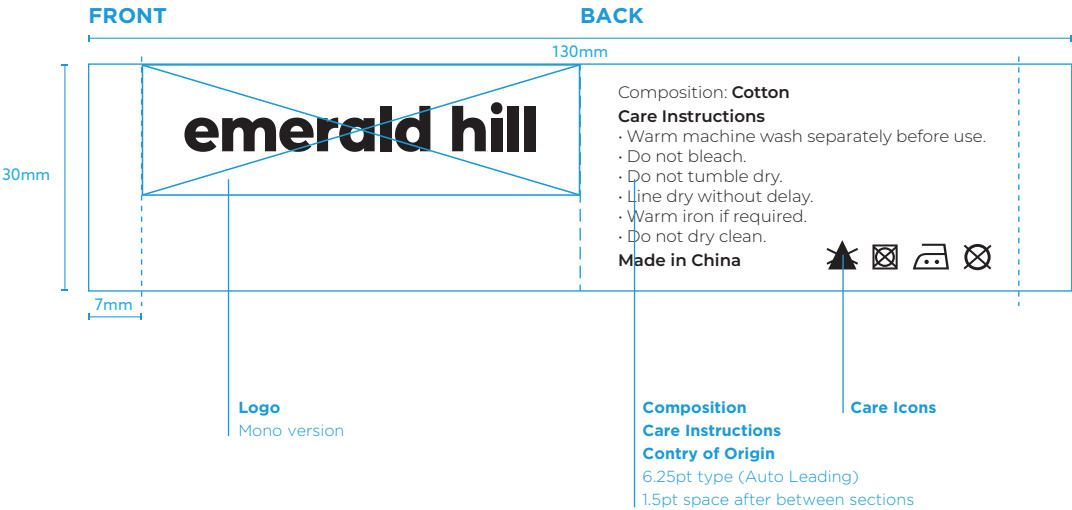


Emerald Hill / Manchester / Double sided Sewn in care label / Generic Item Label

Artwork shown at 100%

In Situ shown at 100%

Substrate:
Client to advise



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

Emerald Hill Logo_PMS.ai
Emerald Hill Logo_PMS.pdf
Emerald Hill Logo_PMS.eps

Emerald Hill Logo_CMYK.ai
Emerald Hill Logo_CMYK.pdf
Emerald Hill Logo_CMYK.eps

Emerald Hill Logo.png

Emerald Hill Logo_Mono.ai
Emerald Hill Logo_Mono.pdf
Emerald Hill Logo_Mono.eps
Emerald Hill Logo_Mono.png

Emerald Hill_Topographic Pattern.ai



Emerald Hill 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 Emerald Hill products.