



Brand Guidelines

March 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 Ever Rest brand.

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



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Brand Postioning

Ever Rest understands a great night’s sleep can lead to a great day, every day! With a wide range of bedding products containing a wide range of fill and technical options, Ever Rest has the whole family covered.

Brand Values

- QUALITY**
- COMFORT**
- CARE**
- TECHNICAL**

Tier

- BEST**
- BETTER**
- GOOD**
- ENTRY**

Categories

- BED LINEN**
- BEDDING**
- BLANKETS**
- BATH**
- HOME TEXTILES**
- DECORATOR**
- FURNISHINGS**

Household Type

- TRADITIONAL**
- CLASSIC**
- CONTEMPORARY**
- ON TREND**
- BEACH HOUSE**
- ESSENTIALS**

Brand Personality

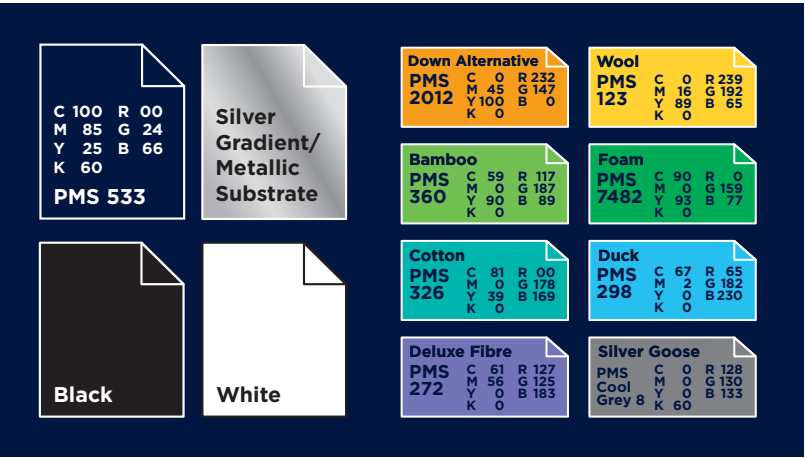
- PERFORMANCE**
- TRUSTED**
- UNDERSTANDING**
- PRACTICAL**

Brand Toolkit

Brandmark pg 9-10



Colour pg 9



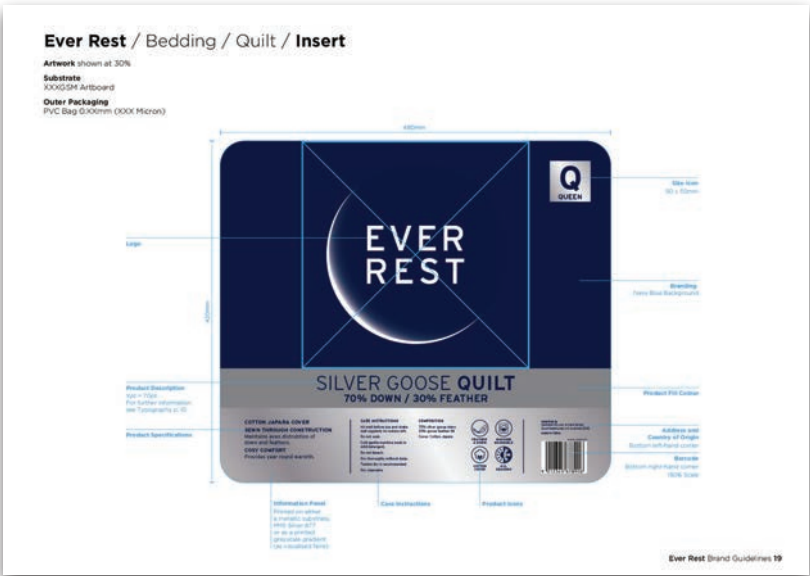
Fonts pg 9



Pack Anatomy pg 13



Packaging Examples pg 17-28



Logo



Ever Rest logo is a waxing crescent moon, the first sight of the moon after a new moon. It represents the beginning of getting a great nights sleep, every night.

The 'midnight blue' colour is sophisticated and premium. The sans serif logotype is simple, trustworthy and confident.

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 bounding box of the logo (see blue line below).



Small Usage

A special small use version of the logo has been developed to cope with poor reproduction at small scale. Especially when reproduced used in catalogues.

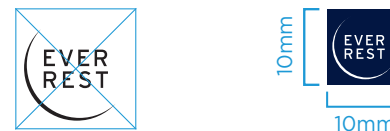
This version is NOT for general usage.

Minimum size 10mm x 10mm

Not to be used any larger than 13mm x 13mm



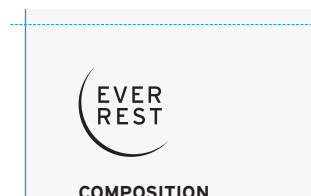
10 Egyptian Towels
with Towel reg \$25 now \$12ea
ce Washer req \$12 now \$6ea



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.

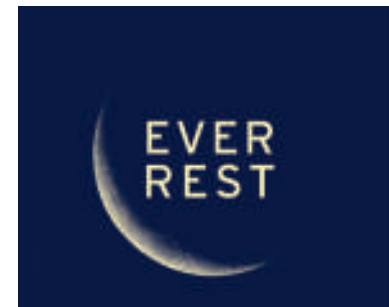


Incorrect Usage

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 create a photographic version.



Don't change the colourways.



Don't amend or reposition existing elements.

Don't skew or distort the logo.

Logo Size and Placement

Label Area

The label area is divided into a grid of thirds to create three separate sections.

Section 1. BRANDING Navy Blue (approximately 2/3 of the label area)

Section 2. VARIANT Colour is determined by fill type (see colour p.9)

Section 3. MANDATORIES Silver

Logo Size

The logo is scaled to the width or height of the navy blue section including the clearspace.

Logo Placement

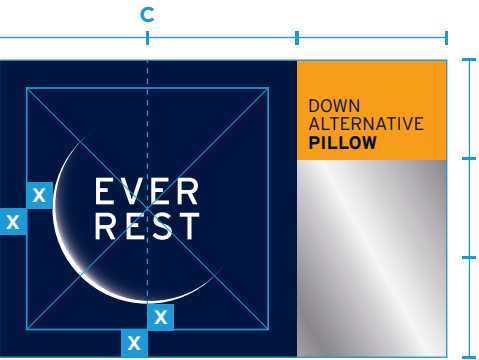
The logo is centred within the branding section.



Brand Section = 2/3
Variant Section = 1/9
Mandatories Section = 2/9



Brand Section = 2/3
Variant Section = 1/9
Mandatories Section = 2/9



For large format applications where the branding section is square the logo should be offset from edge by the distance between the clearspace and the moon. Indicated as X.



A larger variant section may be required for products with long names.



Brand section = 4/9
Variant Section = 1/6
(Aligns to the centred of the label area).
Mandatories section = 4/9



Brand section = 4/9
Variant Section = 1/6
(Aligns to the centred of the label area).
Mandatories section = 4/9

Colour

The Ever Rest colour palette is simple and sophisticated. This should enable consistent reproduction across a wide range of suppliers, substrate and production methods.

Where ever possible PMS 533 should be used.

A secondary colour palette is used to clearly differentiate the fill types.

C 100 R 00
M 85 G 24
Y 25 B 66
K 60
PMS 533

Silver
Gradient/
Metallic
Substrate

Down Alternative
PMS C 0 R 232
2012 M 45 G 147
Y 100 B 0
K 0

Bamboo
PMS C 59 R 117
360 M 0 G 187
Y 90 B 89
K 0

Cotton
PMS C 81 R 00
326 M 0 G 178
Y 39 B 169
K 0

Deluxe Fibre
PMS C 61 R 127
272 M 56 G 125
Y 0 B 183
K 0

Wool
PMS C 0 R 239
123 M 16 G 192
Y 89 B 65
K 0

Foam
PMS C 90 R 0
7482 M 0 G 159
Y 93 B 77
K 0

Duck
PMS C 67 R 65
298 M 2 G 182
Y 0 B 230
K 0

Silver Goose
PMS C 0 R 128
Cool M 0 G 130
Grey 8 Y 0 B 133
K 60

Black

White

Fonts

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

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

Interstate 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.

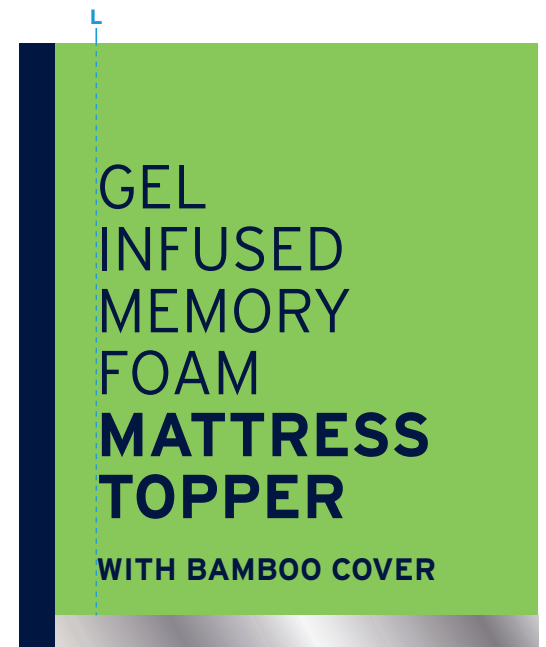
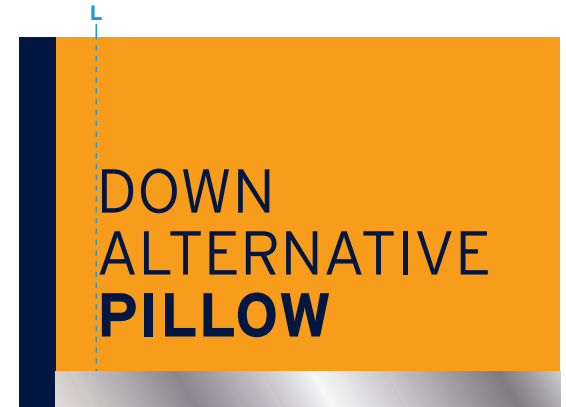
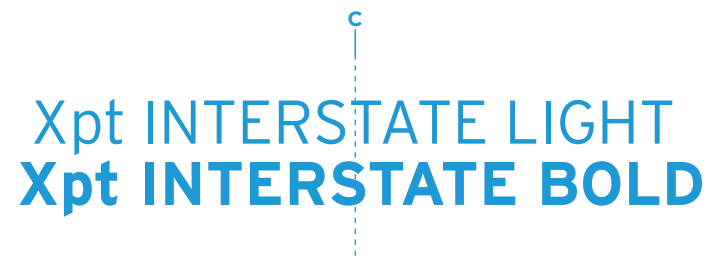
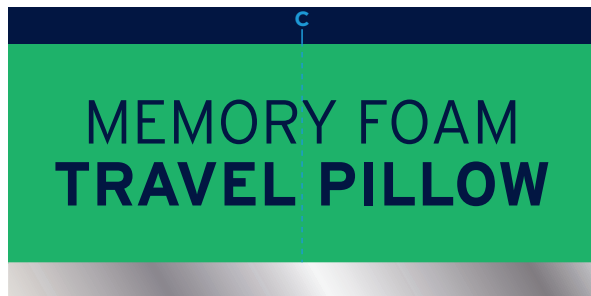
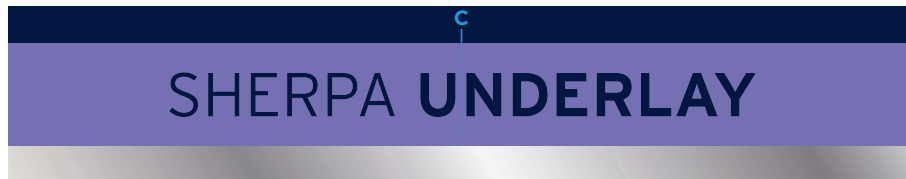
Xpt is the size of the titles.



Xpt INTERSTATE LIGHT / **BOLD**
0.5Xpt INTERSTATE BOLD / Auto Leading

Typography Examples

The following examples show how the relationship between the type styles of the Product Information works in a variety of applications.

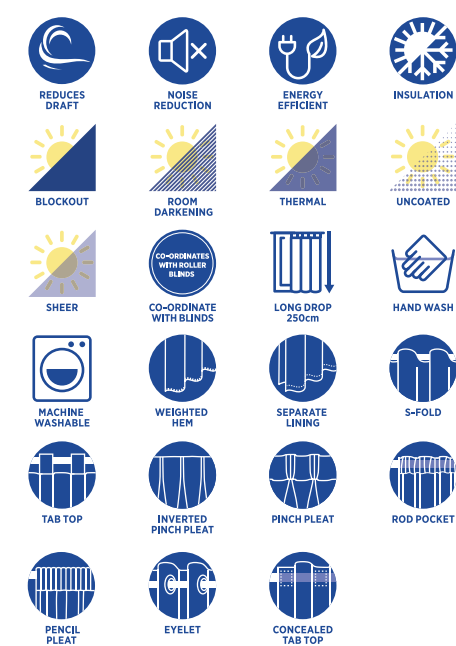


For labels where the variant section is on the right-hand side of the label area text is range left and aligns to the bottom of the section.

Imagery and Icons

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

Entry / Good / Better / Best



These icons are for style reference only.
Specific Ever Rest packaging icons to be advised by the department.

Packaging Anatomy

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

1. **Brandmark**
2. **Style Name**
3. **Product Descriptor**
4. **Dimensions**
5. **Composition**
6. **Product Imagery:**
If required
7. **Product Icons:**
If required
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**



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.

SIZE: 48 x 73cm

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

Bedding Icons

The sizing icon is positioned in the top right hand corner of the label.



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
70% silver goose down
30% goose feather fill

Cover: Cotton Japara

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 address and country of origin.

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
100 M 100 Y

Minimum text size 8pt/10pt leading.
Font must be sans serif.

WARNING: must be in bold.

1pt stroke (red)
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 will be scan-able.

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.

W: **37.29mm** H: **25.93mm**

The size of the barcode within this white area must be.

W: **31.35mm** H: **22.85mm**

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 reverse side of packaging in areas indicated on packaging specifications.

Sticker base must be Bright White.
Rounded Corners
Size: 45mm x 53mm

Example A price marked product

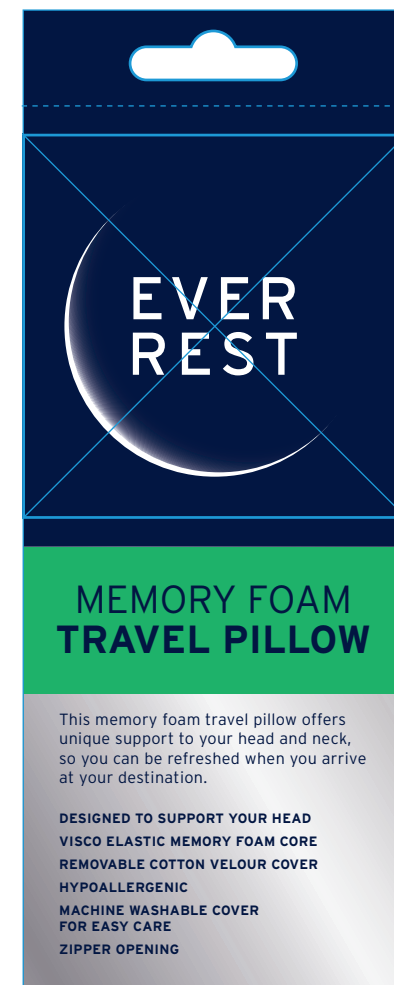
Example B non price marked product



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 Ever Rest range.

- Logo centred within brand section of the label area.
- Logo must appear on navy blue background.
- Variant section is in the relevant fill colour.
- The typeface is Interstate and type is ranged left or centred depending on the application.
- The product information follows the sizing ratios and placement set on the typography pages.
- Ensure all required mandatory information is in place and correct.



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 Ever Rest buyer for the product category.

Ever Rest / Bedding / Quilt / Insert

In Situ (large) shown at 30%



Ever Rest / Bedding / Quilt / Insert

Artwork shown at 30%

Substrate
XXXGSM Artboard

Outer Packaging
PVC Bag 0.XXmm (XXX Micron)



Ever Rest / Bedding / Pillow / Insert

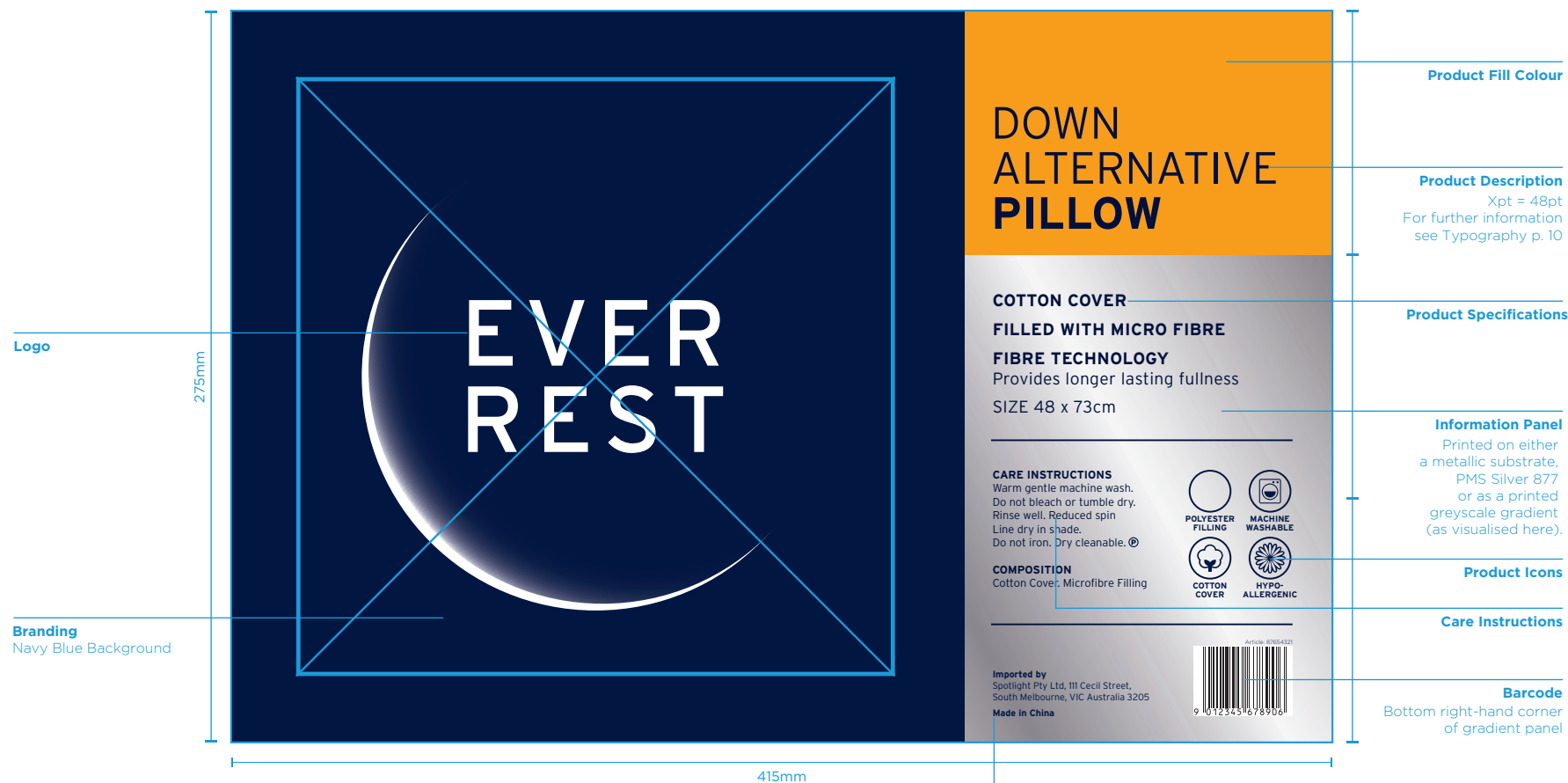
In Situ (large) shown at 30%



Ever Rest / Bedding / Pillow / Insert

Artwork shown at 40%

Substrate
TBC



Ever Rest / Bedding / Travel Pillow / Sleeve

In Situ shown at 60%



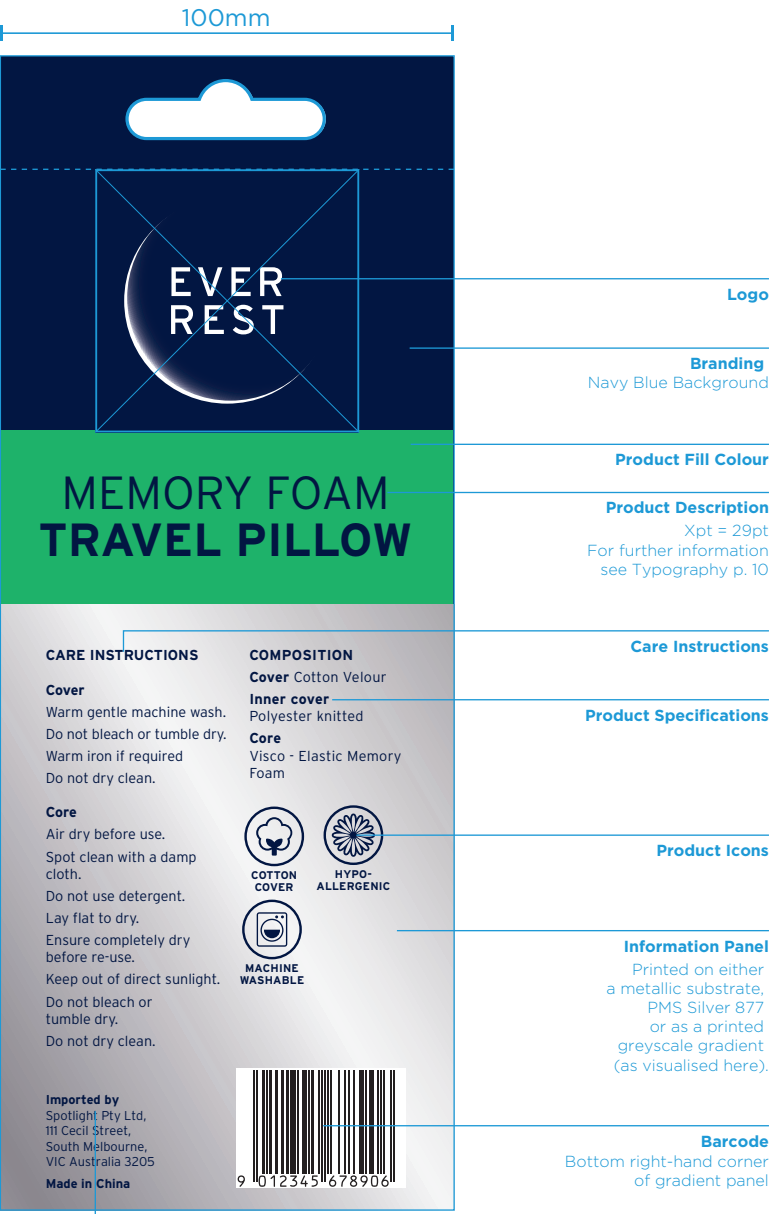
This memory foam travel pillow offers unique support to your head and neck, so you can be refreshed when you arrive at your destination.

DESIGNED TO SUPPORT YOUR HEAD
VISCO ELASTIC MEMORY FOAM CORE
REMOVABLE COTTON VELOUR COVER
HYPOALLERGENIC
MACHINE WASHABLE COVER
FOR EASY CARE
ZIPPER OPENING

Ever Rest / Bedding / Travel Pillow / Sleeve

Artwork shown at 60%

Substrate
TBC



Ever Rest / Bedding / Mattress Protector / Hangsell Bag

In Situ and Artwork shown at 50%



Ever Rest / Bedding / Underlay / Insert

In Situ shown at 30%



Ever Rest / Bedding / Underlay / Insert

Artwork shown at 45%

Substrate

TBC



Ever Rest / Bedding / Mattress / Bag Label

In Situ shown at 80%



Ever Rest / Bedding / Mattress / Bag Label

Artwork shown at 100%

Substrate
TBC

Branding
Navy Blue Background

Logo

Product Specifications

Information Panel
Printed on either a metallic substrate, PMS Silver 877 or as a printed greyscale gradient (as visualised here).

Care Instructions

180mm

130mm

Q
QUEEN

GEL
INFUSED
MEMORY
FOAM
MATTRESS
TOPPER

WITH BAMBOO COVER

FEATHER
& DOWN

MACHINE
WASHABLE

COTTON
COVER

ALL
SEASONS

COTTON JAPARA COVER

SEWN THROUGH CONSTRUCTION

Maintains even distrubtion of down & feathers.

COSY COMFORT

Provides year round warmth.

COMPOSITION

70% silver goose down

30% feather fill

Cotton Japara Cover

CARE INSTRUCTIONS

Air well before use and shake well regularly to restore loft.

Do not soak.

Cold gentle machine wash in mild detergent.

Do not bleach.

Dry thoroughly without delay.

Tumble dry is recommended.

Dry cleanable.

Imported by

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

Made in China

Article: 87654321

Barcode

9 401234 516789 06

Size Icon
15 x 15mm

Product Fill Colour

Product Description
Xpt = 60pt
For further information see Typography p. 10

Product Icons

Address and Country of Origin

Barcode
Bottom right-hand corner

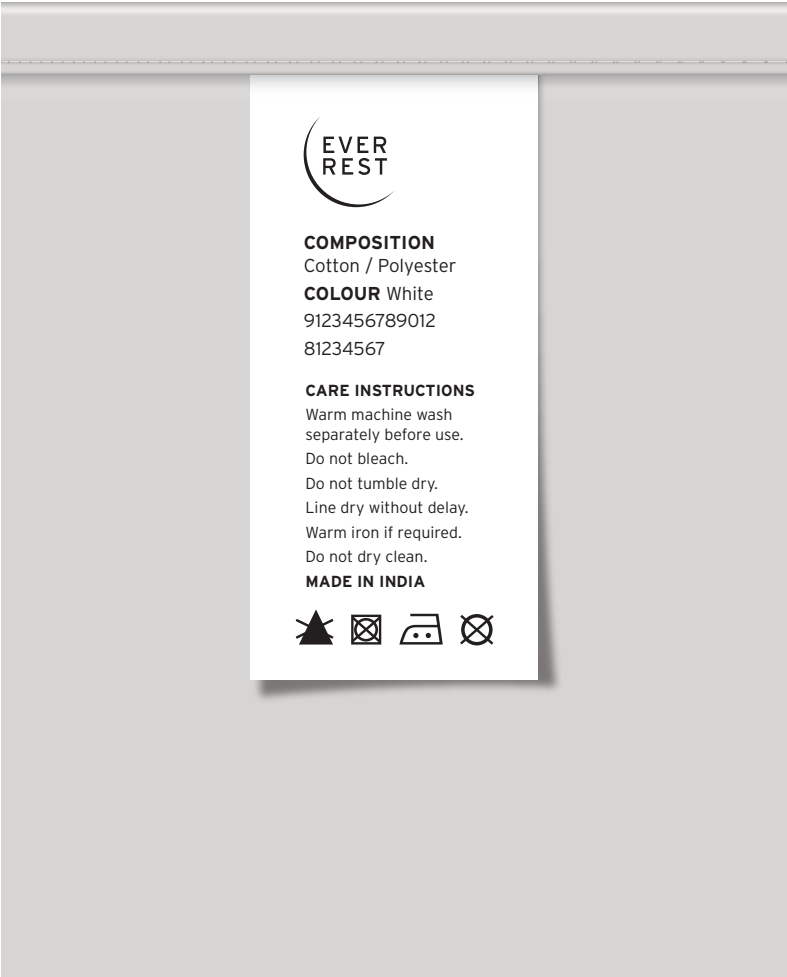
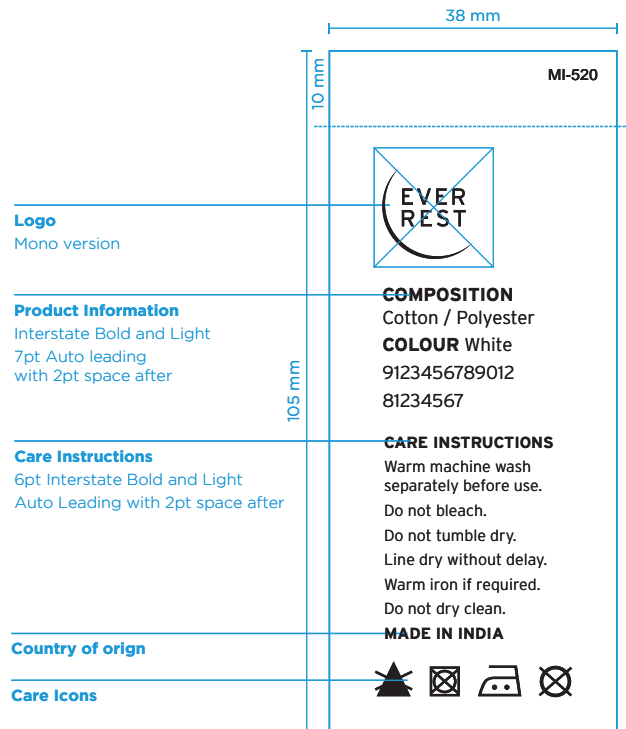
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Ever Rest / Bedding / Sewn in care label / Label

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

Print based applications – to be used for offset printing in four colour process.

RGB

Digital applications to be used on screen colours and also are suitable for Microsoft Office and web applications.

Supplied Files

Ever Rest Logo_PMS 533.ai
Ever Rest Logo_PMS 533.pdf
Ever Rest Logo_PMS 533.eps

Ever Rest Logo_CMYK.ai
Ever Rest Logo_CMYK.pdf
Ever Rest Logo_CMYK.eps
Ever Rest Logo_RGB.png

Ever Rest Logo_Small Use_CMYK.ai
Ever Rest Logo_Small Use_CMYK.pdf
Ever Rest Logo_Small Use_CMYK.eps
Ever Rest Logo_Small Use_RGB.png

Ever Rest Logo_Mono.ai
Ever Rest Logo_Mono.pdf
Ever Rest Logo_Mono.eps
Ever Rest Logo_Mono.png

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 Ever Rest products.