

Franchiseville

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 Francheville 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

- Professional quality
- Affordable price point
- Accessible product range

2. Emotional Benefit

- Fulfilling creative desire
- Knowledge Vindication
- Professional Confidence

3. Reasons to Believe

- Professional quality
- Breadth of range
- Category understanding

Francheville provides quality and accessible art and craft supplies at an affordable price to those wishing to explore their more creative side. Designed with the artist and crafter in mind, the superior quality of our range gives hobbyists and professionals alike, the materials they need to produce beautiful works of art with confidence.

Discover your creative potential.

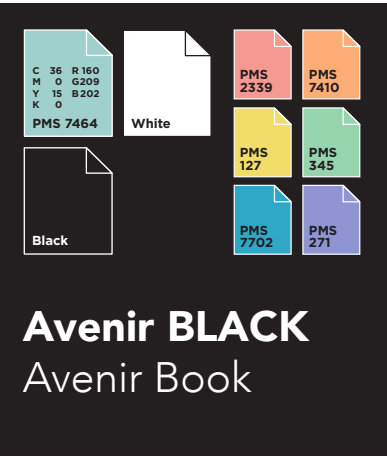
TIER	Brand	Categories	Brand Insights	Brand Values	Brand Personality
BETTER	FRANCHEVILLE	Craft	TERRI, 38 I like to create and make things for the people I love. Handmade gifts are the best, don't you think? But I think it needs to look good. I'm happy to pay for quality over quantity but it still needs to be affordable – because making things by hand is more expensive than just buying something off the shelf. I'll try new things with cheaper materials to make sure it will work and then once I have the process down pat, I'll splash out a little on the things that I think people will like. A quality and professional finish is so important.	Quality Honest Reliable Essential Refined	Performance Considered Understanding Practical
BETTER	FRANCHEVILLE	Artistry	MAL, 44 I'm an artist and always looking to save money on quality art supplies. Paint, canvases, brushes, mediums and even the odds and ends like paint palettes – it gets expensive. It all adds up! It's getting harder and harder to find time to travel to specialty art shops to get what I want, so if I can find what I am looking for closer to home then that's a win for me. It means I can grab what I need there and then rather than wait day or 2 for my order to arrive. I sell my art professionally so I need to know that the materials I buy have the quality I need to give me the finish I am after.		

Brand Toolkit

Logo: Usage / Sizing / Placement pg 6



Colour and Fonts pg 9



Typography pg 10



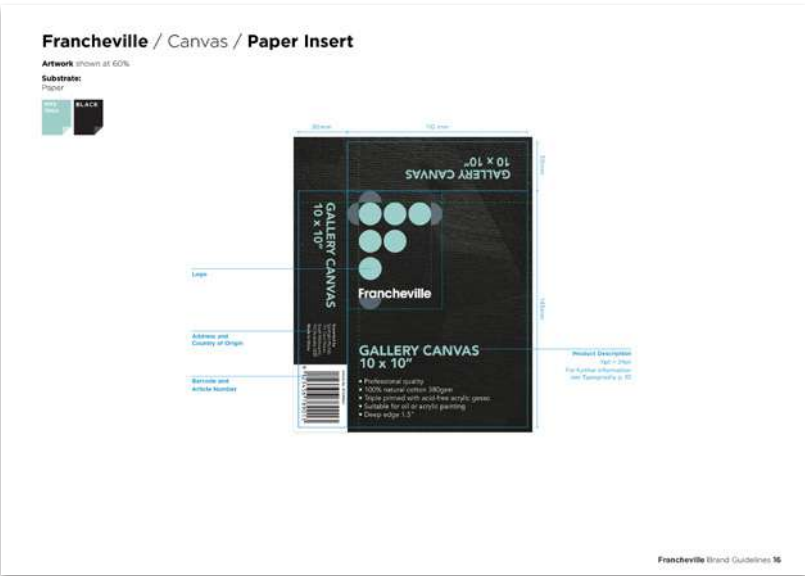
Imagery pg 11



Pack Anatomy pg 12



Packaging Examples pg 14-31



Logo



The Franchiseville logo has been updated from the original design to create more impact on shelf.

The 'Dot Pattern F' has been adjusted to read more easily as an 'F' and the logotype is now Title Case which is more legible. Apart from a few exceptions, the 'Dot Pattern F' is printed light blue (PMS 7464).

The logo should always appear on the black painted texture background.

Spot UV

To support the good/better positioning of the brand a Spot UV varnish over the 'Dot Pattern F'.

With an overall aqueous matte varnish everywhere else.



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).

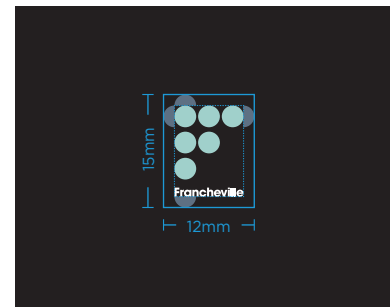
The clearspace is half the height of one of the circles that make up the 'Dot Pattern F'.



Small Usage

The minimum size the logo can be used is 12mm x 15mm

This will ensure the logotype is always legible



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.



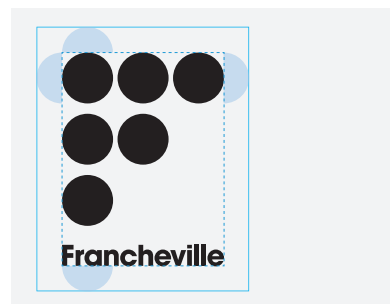
Don't alter the colourways.



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.



Mono Logo Reverse

NOT for general usage.

The version is only to be used when it is not practical to print a black background. Such as a sewn in tag.



Don't place over an image/pattern.
Don't add drop shadows.



Don't reconfigure the logo elements.

Logo Size and Placement

Logo Size

The logo should be large on pack, confident and proud.

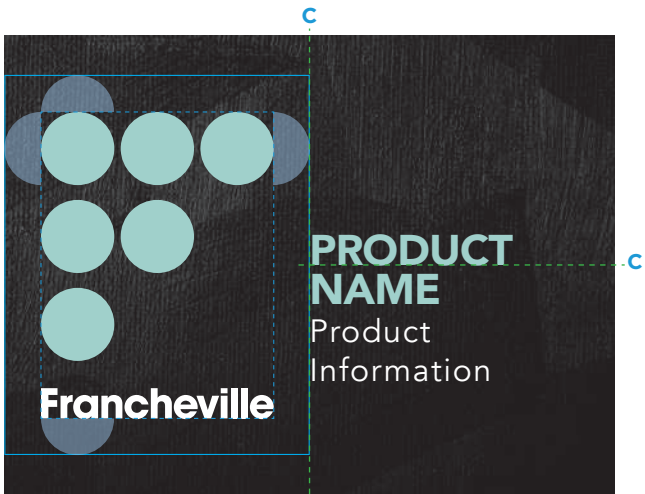
It should be placed in the top left-hand corner and scaled to the appropriate proportion indicated below.



PORTRAIT
The logo including the clearspace is scaled to half the height of the label area.
The product name and information is vertically centred in the lower half of the label area and aligns to the left of the logo.



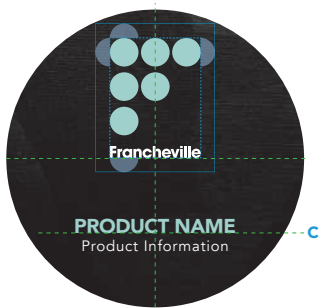
EXTREME PORTRAIT
LABEL AREA RATIO > 2:5
The logo including the clearspace is scaled to the width of the label area and is vertically centred in the top half of the label area.
The product name and information is vertically centred in the lower half of the label area and aligns to the left of the logo.



LANDSCAPE
The logo including the clearspace is scaled to half the width of the label area and vertically centred in the label area.
The product name and information aligns to the centre of label area.



EXTREME LANDSCAPE
LABEL AREA RATIO > 8:5
The logo (including the clearspace) is scaled to the height of the label area and aligned to the left of the label area. Additional space may be required to create a balanced design.
At least the width of a dot.
The product name and information aligns to the centre of label area.



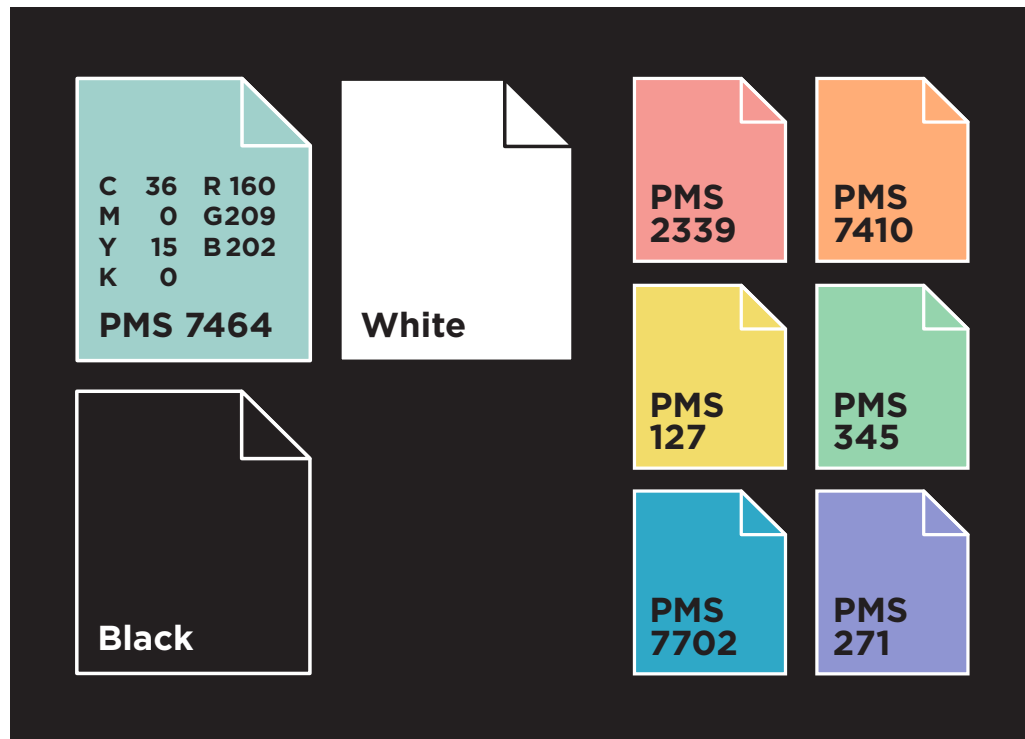
CIRCULAR LABEL
The logo (including the clearspace) is scaled to half the height of the label area and then positioned so that the clearspace sits within the label area.
The product name and information is centrally aligned and vertically centred in the lower half of the label area.

Colour

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

Wherever possible PMS 7464 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 (such as Paper Pads).



Fonts

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

Avenir Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

Avenir 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.

Xpt is generally the cap height of the 'F' in the Francheville logotype.



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

The text block aligns to the left hand side of the logo or the centre of the label are depending on the packaging format.

**Xpt AVENIR BLACK
(ALL CAPS).9Xpt LEADING**

0.75Xpt AVENIR BOOK (ALL CAPS) Auto Leading

- Product Features
- 0.5Xpt Avenir Book (Title Case) Auto Leading

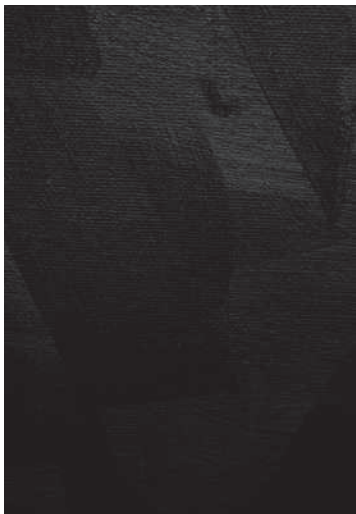
Imagery

PAINTED TEXTURE BACKGROUND

- All packaging applications should use the 'Painted Texture Background'.
- There are two versions of the texture (portrait and landscape). They have a subtle gradient of black at the base of the texture to aid legibility of product information.
- The texture is supplied as Hi-Res 300dpi greyscale image (508 x 338mm). This should be suitable for the majority of applications.
- The image must be cropped (rather than stretched) to fit the label shape.



Francheville Black Painted Texture Background_GREYSCALE_Landscape.psd



Francheville Black Painted Texture Background_GREYSCALE_Portrait.psd

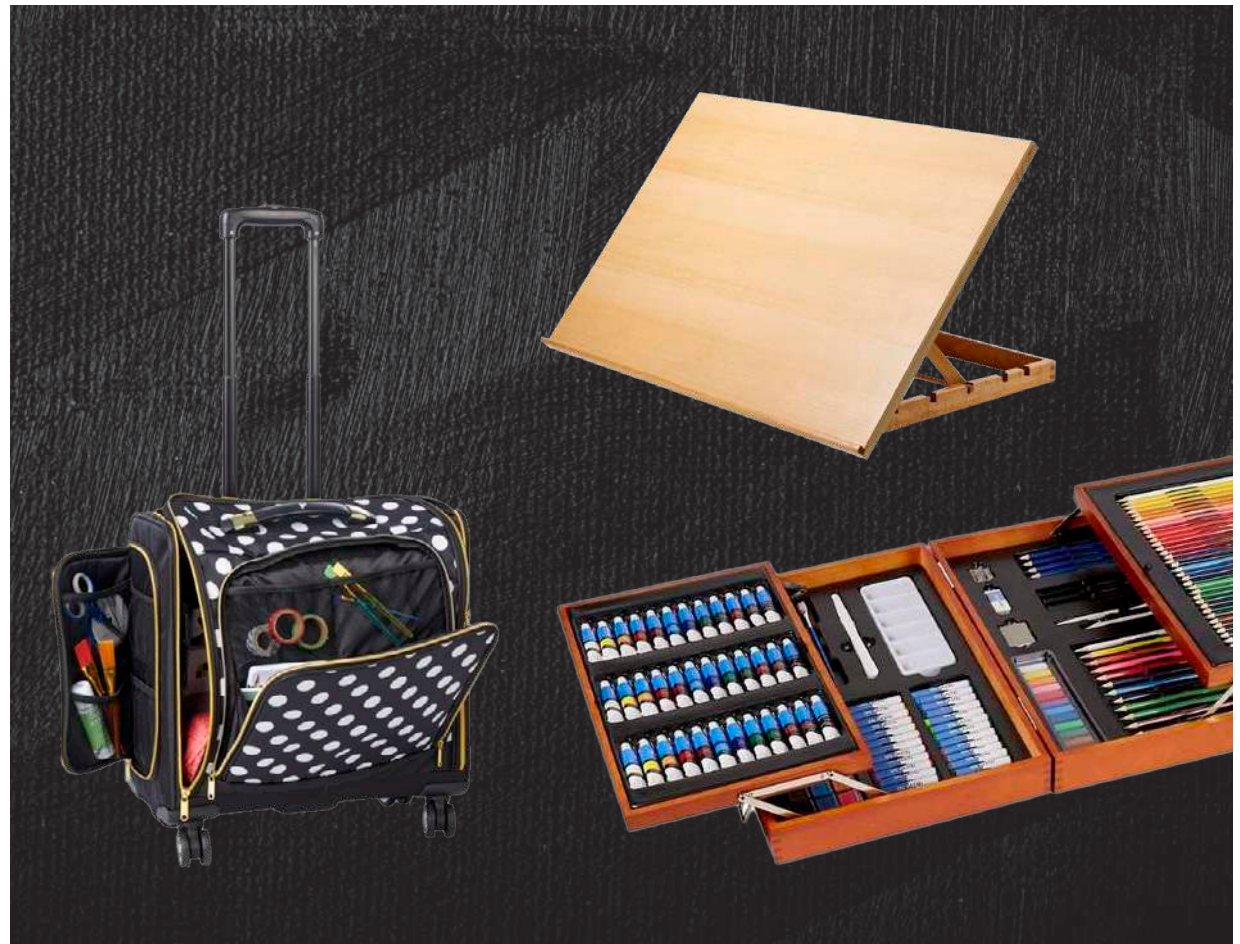
In the majority of cases no photography is required for Francheville packaging; however, it is important to have a consistent approach to imagery for Francheville when it is used.

When should I use imagery on the packaging?

- If a product is boxed (e.g. furniture).
- When you can not open a product to inspect the features and benefits (e.g. Mixed Media Set).

Photographic Style

- The lighting should be flat with minimal shadowing, but with enough light and contrast to clearly see the products form.
- The product should be photographed on a slight 3/4 angled view, slightly from above (as show below).
- The images should be isolated and placed on the black 'Paint Texture Background'.



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
5. Paint Black Texture

BACK OF PACK

6. Instructions
7. Product Warning
8. Address
(Spotlight Head Office)
9. Country of Origin
(e.g. Made in China)
10. 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 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 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:

Adult supervision required

If paint comes into contact with eyes please wash out immediately with water and possibly seek medical advice

Red Text:
100 Y 100 M

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

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.

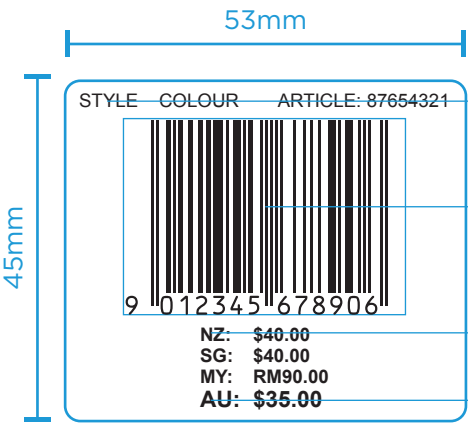
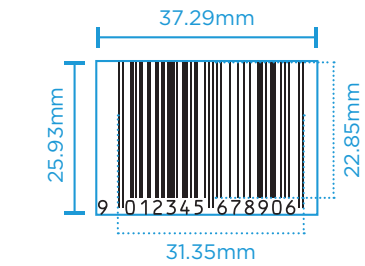
Barcode Adhesive Label

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



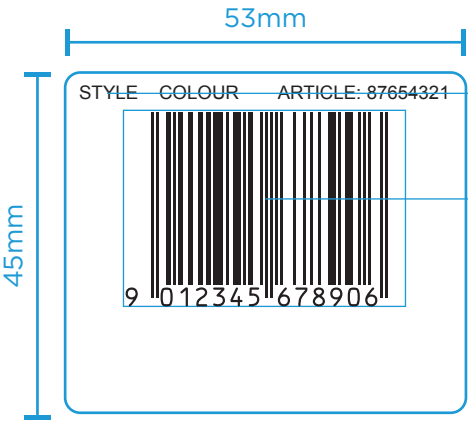
Example A

Style / Colour / Article #
7pt Arial Regular

Barcode
100% scale

International Pricing
7pt Arial Bold

Australian Pricing
8.5pt Arial Bold



Example B

Style / Colour / Article #
7pt Arial Regular

Barcode
100% scale

Packaging Print Finishes

To support the good/better positioning of the brand a Spot UV varnish is used over the 'Dot Pattern F', with an overall aqueous matte varnish everywhere else.



Please ensure that all artwork files indicate that a spot UV varnish is to be applied to the 'Dot Pattern F'.

This is the only area the Spot UV varnish is to be applied - less is more.

Packaging Examples

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

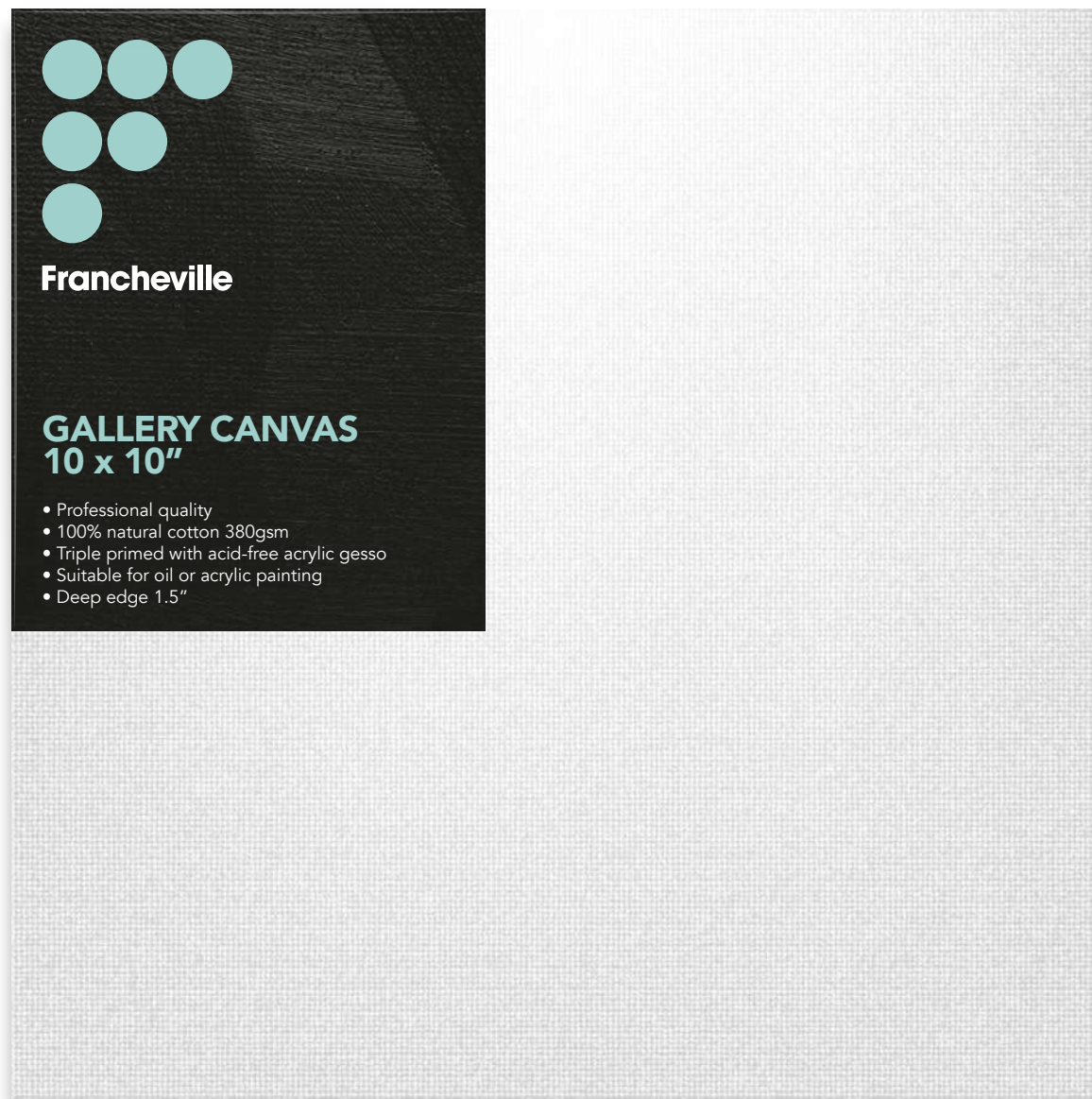
When new or different packaging formats are needed, use the general principles to guide your design decision making.

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 Francheville buyer for the product category.

Francheville / Canvas / Paper Insert

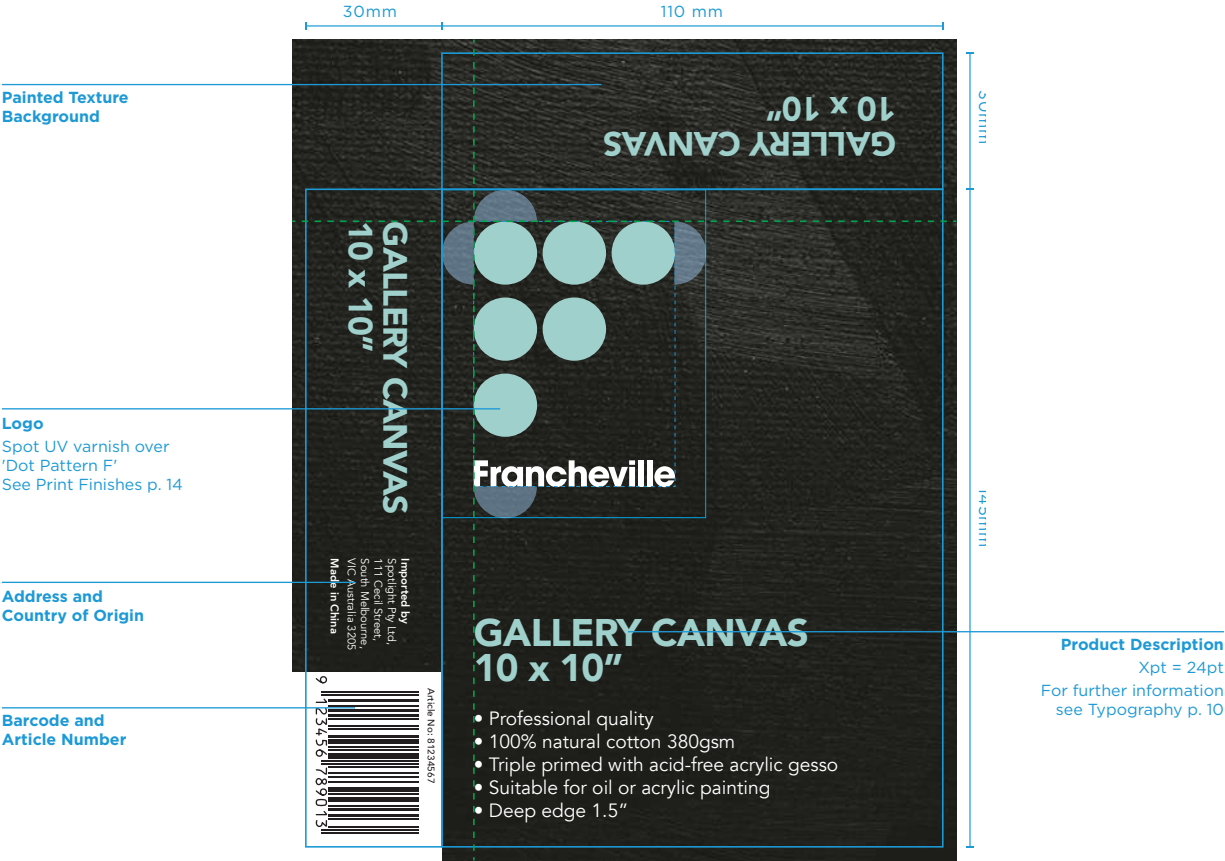
In Situ shown at 60%



Franchiseville / Canvas / Paper Insert

Artwork shown at 60%

Substrate:
Paper



Franchiseville / Storage / Cardstock Band & Adhesive Label



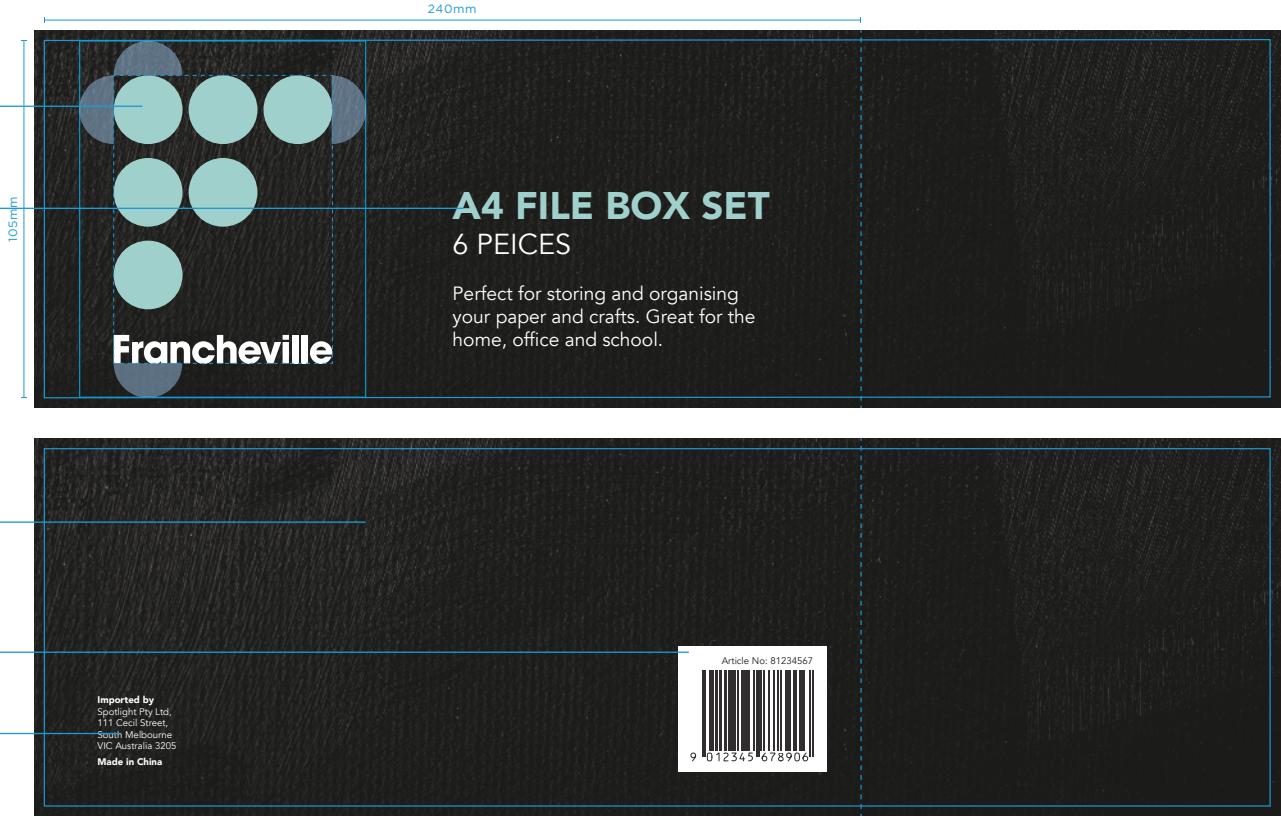
Franchiseville / Storage / Cardstock Band & Adhesive Label

Artwork shown at 45%



Logo
Spot UV varnish over
'Dot Pattern F'
See Print Finishes p. 14

Product Description
Xpt = 32pt
For further information
see Typography p. 10



Painted Texture
Background

Barcode and
Article Number

Address and
Country of Origin



OPTION 1



OPTION 2

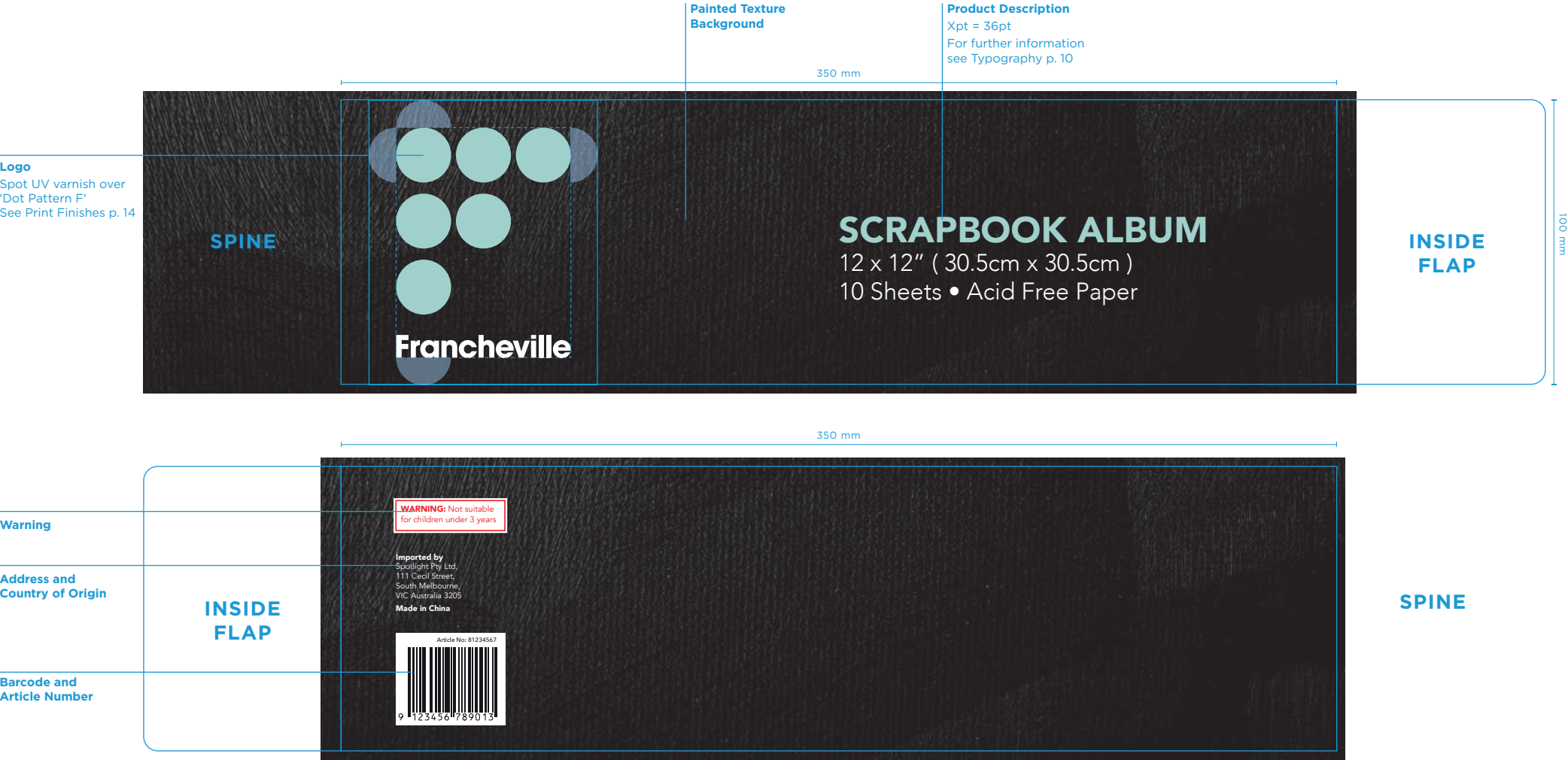
Francheville / Scrapbook Album / Paper Band

In Situ shown at 50%



Franchiseville / Scrapbook Album / Paper Band

Artwork shown at 50%



Francheville / Mixed Media Art Set / Cardstock Band

In Situ shown at 40%



Franchiseville / Mixed Media Art Set / Cardstock Band

Artwork shown at 40%



Painted Background
Texture

Logo
Spot UV varnish over
'Dot Pattern F'
See Print Finishes p. 14

Product Description
Xpt = 50pt
For further information
see Typography p. 10

Product Imagery



Product Details

Product Imagery
(TBC)

Warning

Barcode and
Article Number

Address and
Country of Origin

Francheville / A5 Visual Diary / Adhesive Label / Cardstock Band

In Situ shown at 70%



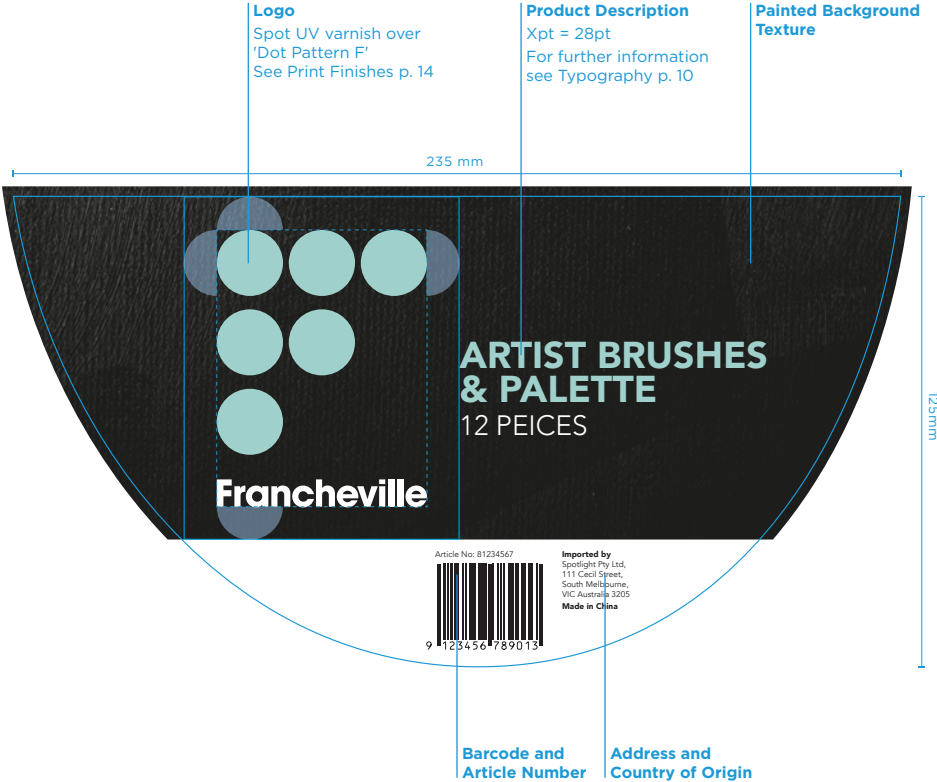
Franchiseville / A5 Visual Diary / Adhesive Label / Cardstock Band

Artwork shown at 60%



Franchiseville / Artist Brushes & Palette / Paper Insert

In Situ shown at 50%
Artwork shown at 50%



Franchiseville / Glitter Tube / Hangsell Blister Pack

In Situ shown at 100%



Franchiseville / Glitter Tube / Hangsell Blister Pack

Artwork shown at 100%



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.

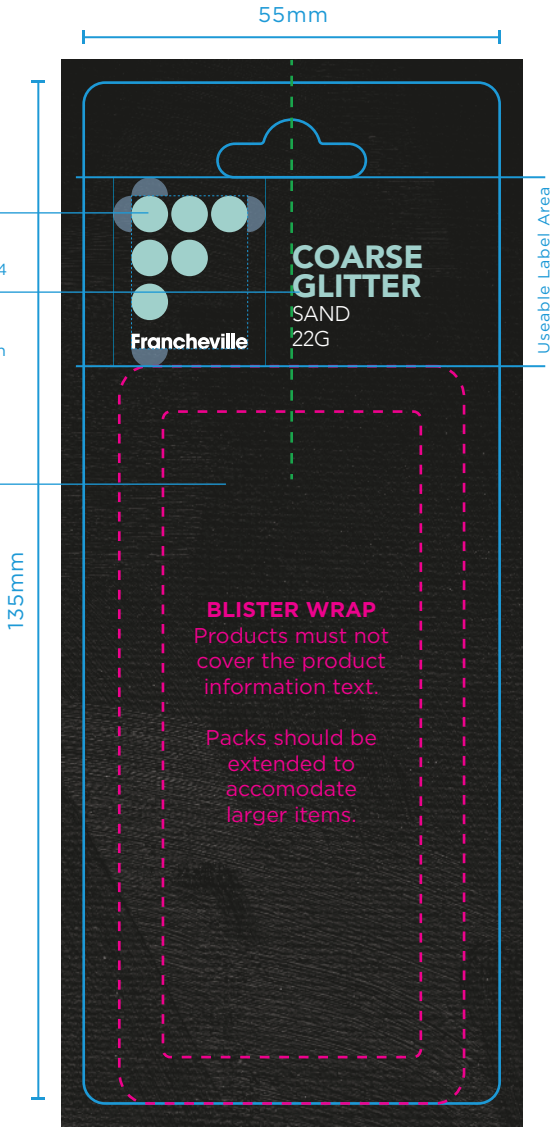
Logo

Spot UV varnish over 'Dot Pattern F' See p.14

Product Description

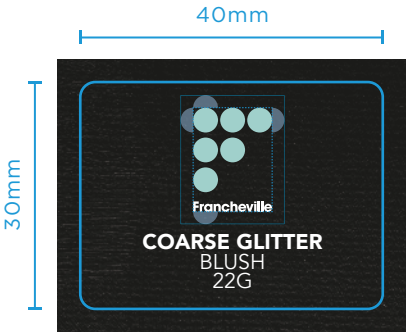
Xpt = 12pt
For further information see Typography p. 10

Painted Background Texture



BACK OF PACK

Using a single colour print on the back of pack is cost effective. In this instance, the MONO LOGO REVERSE is to be used and the warning can be in black.



Adhesive Label

Warning

Address and Country of Origin

Barcode and Article Number

Francheville / Wall Hanging / Swing Tag

In Situ shown at 45%

Artwork shown at 55%



Franchiseville / Patterned Paper / Paper Pad Cover

In Situ shown at 35%

Artwork shown at 35%



Please Note: If a paper pattern colour theme clashes with the logo colour please use the mono version of the logo. This is only to be used as an exception and the change must be done in consultation with the brand team.

Logo
Spot UV varnish over 'Dot Pattern F'
See Print Finishes p. 14

Painted Background Texture

Product imagery

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



Franchiseville / Patterned Paper / Paper Pad Cover

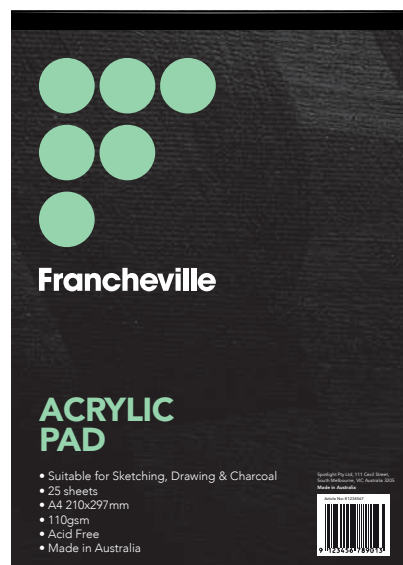
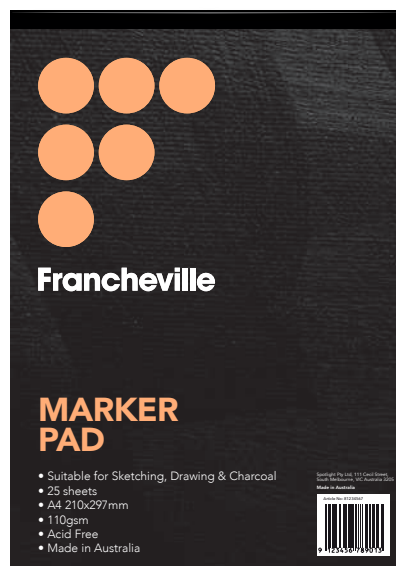
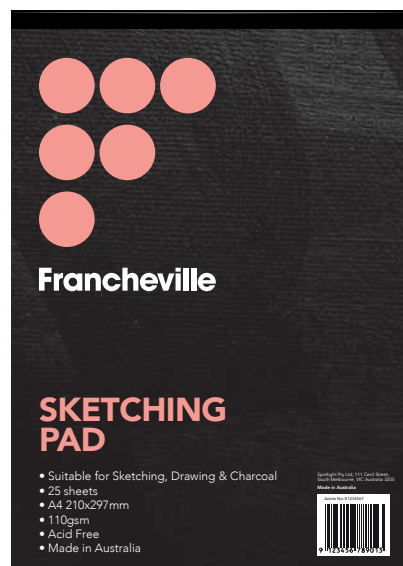
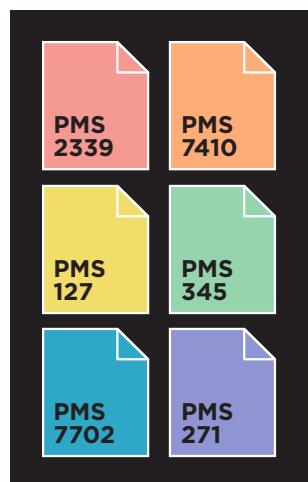
In Situ shown at 25%

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.

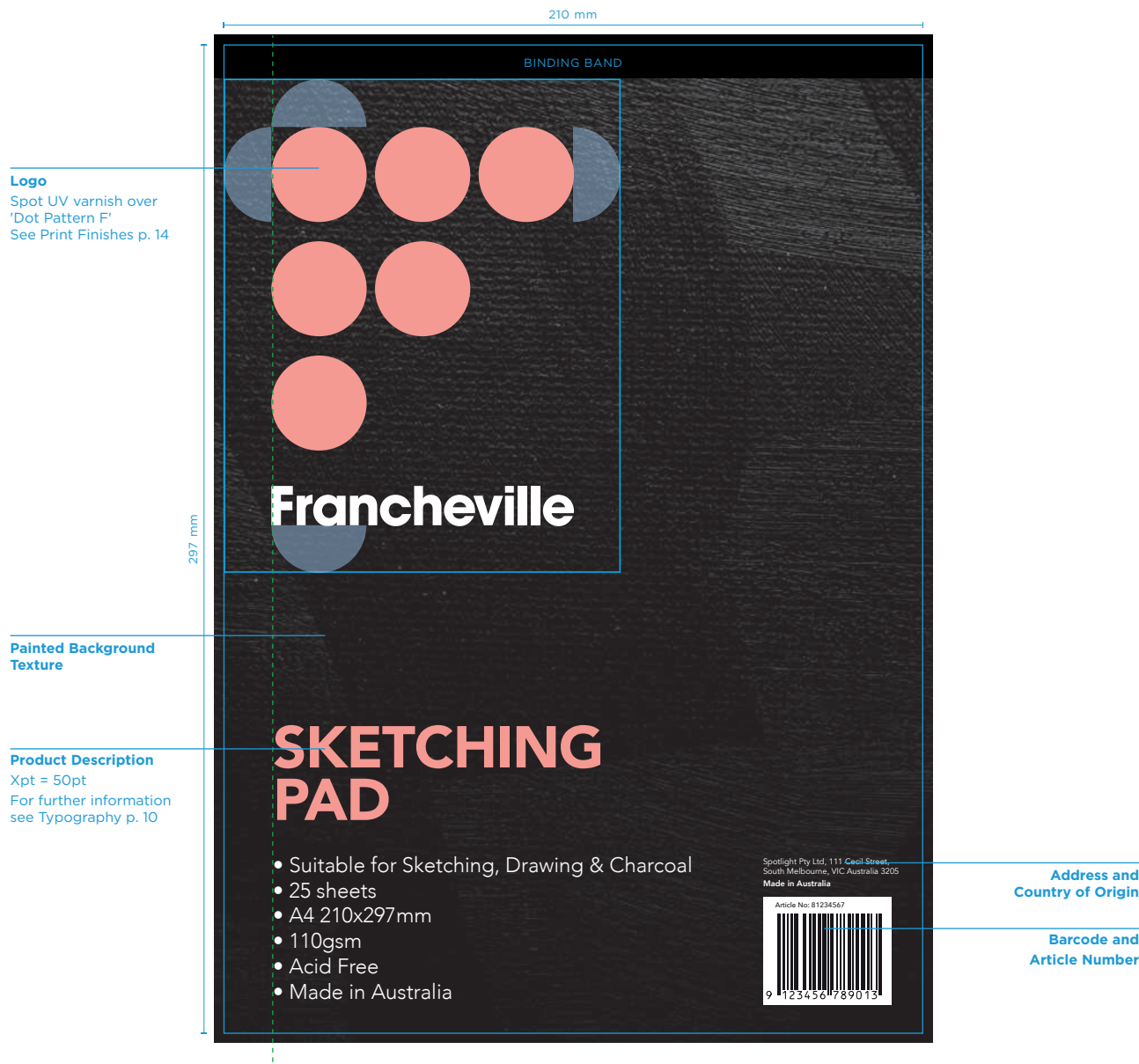
Only the logo and the product name appears in the secondary colour. Only the colours listed in the secondary colour palette may be used, pg 9.

The colours should be printed using a Pantone Ink rather than four colour process.



Franchiseville / Patterned Paper / Paper Pad Cover

Artwork shown at 50%



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).

Francheville 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.

Supplied Files

Francheville_Logo_Core_7464.ai
Francheville Mono Logo.ai
Francheville Mono Logo Reverse.ai
Francheville Spot UV.ai

Francheville_Logo_Red_2339.ai
Francheville_Logo_Orange_7410.ai
Francheville_Logo_Yellow_127.ai
Francheville_Logo_Green_345.ai
Francheville_Logo_Blue_7702.ai
Francheville_Logo_Purple_271.ai

Francheville_Logo_Core_7464.png
Francheville Mono Logo.png
Francheville Mono Logo Reverse.png

Francheville Black Painted Texture Background_GREYSCALE_Landscape.psd
Francheville Black Painted Texture Background_GREYSCALE_Portrait.psd



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 Francheville products.