



Brand Guidelines Oct 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 Keepsake Fibre Co brand.

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



KEEPSAKE FIBRE CO brand represents the yarn made with love, that will last forever. It is produced using premium fibres which may be organic, super-fine merino, or with a specific purpose – each with certification of standard or purpose.

For example, the yarn may be sourced from South America and spun in Italy. The branding should be thoughtful of the fibre source.

| TIER | Brand | Categories | Household Type | Brand Values | Brand Personality |
|----------------|----------------------|------------|------------------------|--|--|
| BETTER BEST | KEEPSAKE FIBRE CO | Yarn | TRADITIONAL CLASSIC | <ul style="list-style-type: none"> • Quality • Certification • Long Lasting | <ul style="list-style-type: none"> • Long Lasting • Heritage • Quality • Heirloom Feel |

Brand Toolkit

Logo



Clearspace

Clearspace is applied to ensure the logo is clearly visible and stands out on shelf. The minimum clearspace around the logo (X) is determined by the space between the two words, as shown.



Incorrect Usage



Don't compress or stretch



Don't apply 3D effects



Don't skew or distort



Don't apply / change colours



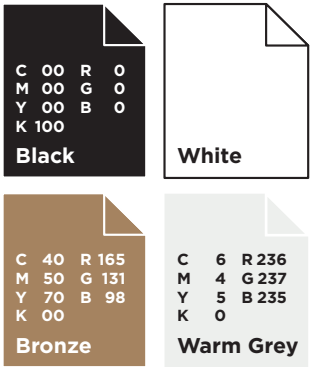
Don't change the font



Don't apply over an image

Brand Toolkit

Colour



Keepsake Fibre Co colour palette is neutral and natural.

Typography

ABC

Gotham Bold
abcdefghijklmnopqrstuvwxyz

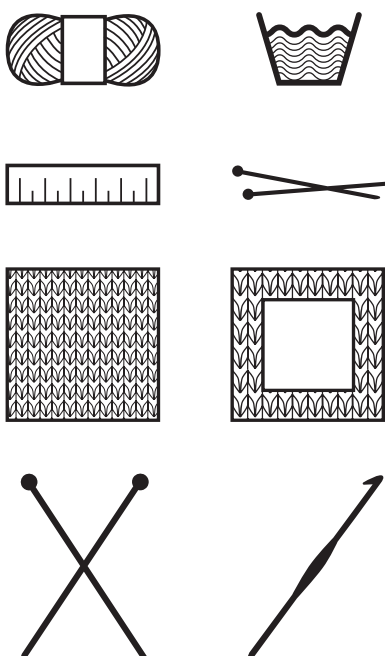
Gotham Book
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Bold
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Medium
abcdefghijklmnopqrstuvwxyz

Gotham Narrow Book
abcdefghijklmnopqrstuvwxyz

Icons

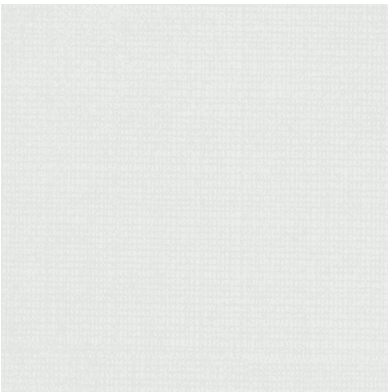


Icons are simple and graphic.

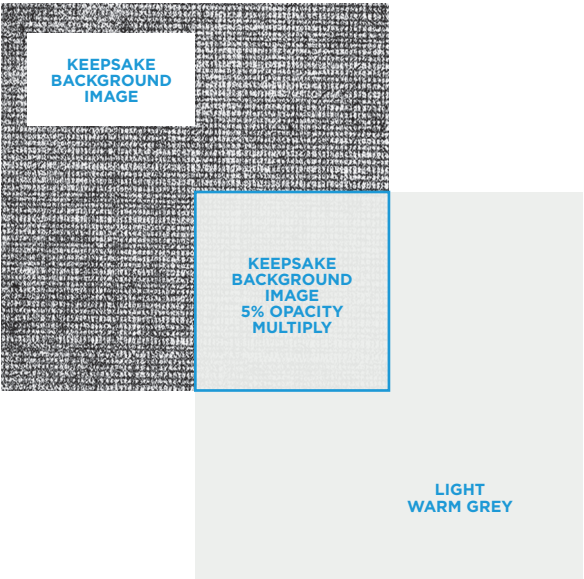


Fibre Certification icons should be included on the front face, if the yarn qualifies.

Background Image



The Keepsake background image is created by combining the greyscale texture image 'Keepsake Background Image.psd' which is set to 5% opacity and multiplied over a light warm grey (C: 6 M:4 Y:5 K:0).



Keepsake Fibre Co / Packaging Examples



Standard Label (Vertical)



Standard Label (Horizontal)



Donut Ball Label



Header Card

Keepsake Fibre Co / Yarn / Standard Label (Vertical)



with Fibre Certification

Keepsake Fibre Co / Yarn / Standard Label (Vertical)

Artwork shown at 70%

Substrate:
Uncoated Paperstock



Background Texture

Made for Spotlight
Website Address

- 8pt/Auto Gotham Narrow
- Sentence Case
- Centered

Colour Name
Dye Lot Number

- 7pt Gotham Narrow

Logo

Product Name/Composition

- 8pt/10pt Gotham Bold
- All Caps
- Centered

Care Instructions
Meters per Ball
Needle Size
Tension
Title

- 6pt/8pt Gotham Narrow Medium
- All Caps

Directions

- 6pt/8pt Gotham Narrow Book
- Sentence Case
- Centered



Barcode

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

Grams per Ball

- 8pt Gotham Book

Country of Origin

- 8pt Gotham Narrow Bold and Book

with Fibre
Certification

Background Texture

Made for Spotlight
Website Address

- 8pt/Auto Gotham Narrow
- Sentence Case
- Centered

Colour Name
Dye Lot Number

- 7pt Gotham Narrow

Logo

Product Name/Composition

- 8pt/10pt Gotham Bold
- All Caps
- Centered

Care Instructions
Meters per Ball
Needle Size
Tension
Title

- 6pt/8pt Gotham Narrow Medium
- All Caps

Directions

- 6pt/8pt Gotham Narrow Book
- Sentence Case
- Centered



Barcode

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

Country of Origin

- 8pt Gotham Narrow Bold and Book

Grams per Ball

- 8pt Gotham Book
- Centered

Fibre Certification

If required, this should be shown on the front face of the label

Keepsake Fibre Co / Yarn / Standard Label (Horizontal)

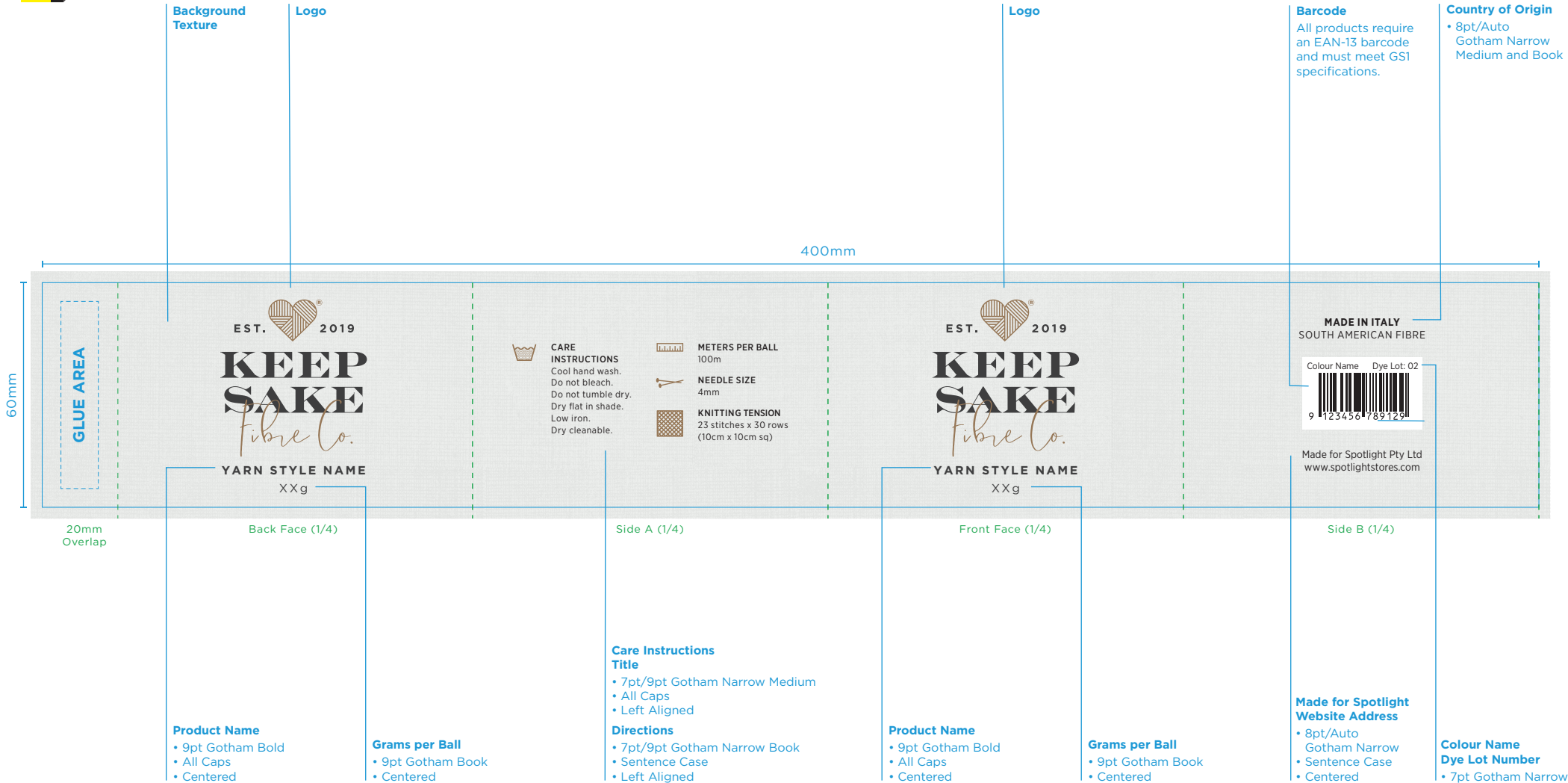


with Fibre Certification

Keepsake Fibre Co / Yarn / Standard Label (Horizontal)

Artwork shown at 65%

Substrate:
Uncoated Paperstock

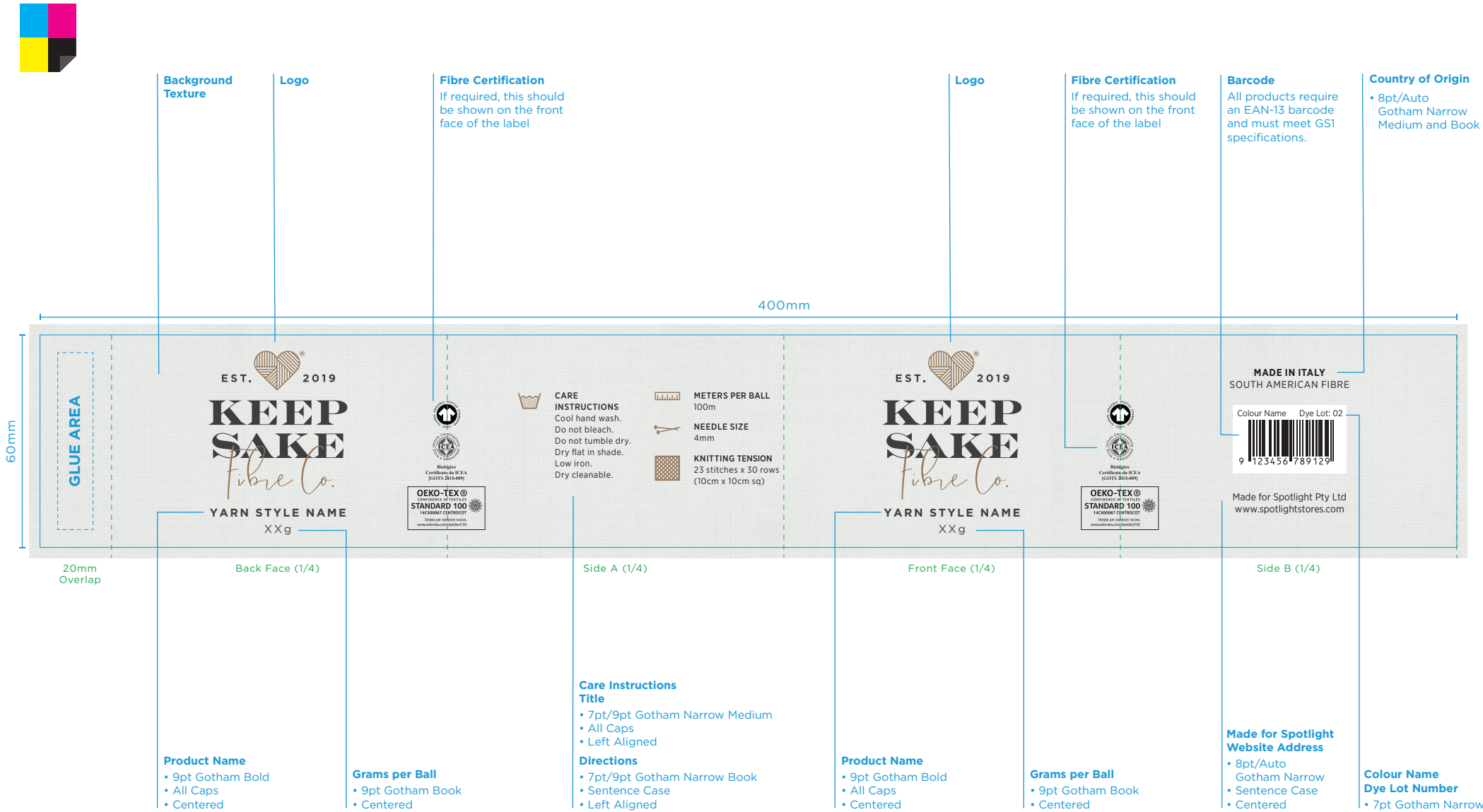


Keepsake Fibre Co / Yarn / Standard Label (Horizontal)

Artwork shown at 65%

Substrate:
Uncoated Paperstock

with Fibre Certification



Keepsake Fibre Co / Yarn / Donut Ball Label



with Fibre Certification

Keepsake Fibre Co / Yarn / Donut Ball Label

Artwork shown at 70%

Substrate:
Uncoated Paperstock



Care Instructions
Title

- 6pt/8pt Gotham Narrow Medium
- All Caps

Directions

- 6pt/8pt Gotham Narrow Book
- Sentence Case
- Centered

Colour Name
Dye Lot Number

- 5pt Gotham Narrow Book

Logo

Product Name/
Composition

- 8pt Gotham Bold
- All Caps
- Centered

Product Information:
Country of Origin
Meters per Ball
Needle Size

- 6pt/Auto Gotham Narrow Medium and Book
- Centered



with Fibre Certification

Care Instructions
Title

- 6pt/8pt Gotham Narrow Medium
- All Caps

Directions

- 6pt/8pt Gotham Narrow Book
- Sentence Case
- Centered

Colour Name
Dye Lot Number

- 5pt Gotham Narrow Book

Logo

Product Name/
Composition

- 8pt Gotham Bold
- All Caps
- Centered

Product Information:
Country of Origin
Meters per Ball
Needle Size
Knitting Tension

- 6pt/Auto Gotham Narrow Medium and Book
- Centered



Keepsake Fibre Co / Yarn / Header Card

Artwork shown at 80%

Substrate:
Cardstock



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

Keepsake Fibre Co Logo.ai

Keepsake Fibre Co Logo.pdf

Keepsake Fibre Co Logo.eps

Keepsake Fibre Co Logo.png

Packaging Files

These working files can be used as a starting point for constructing new label artwork.

Keepsake Fibre Co Std Label (Vertical).ai

Keepsake Fibre Co Std Label (Horizontal).ai

Keepsake Fibre Co Donut Label.ai

Keepsake Fibre Co Header Card.ai

IMPORTANT! Approvals

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 Keepsake Fibre Co products.