Brand Guidelines

December 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 KOO ELITE 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)	14
Packaging Anatomy	15
Mandatory Information	16
General Design Principles	18
Packaging Examples	20
Digital Index	39
Approvals	40

Brand Positioning

KOO ELITE sets the benchmark in quality with the best fabrics, manufacturing and higher thread counts, for hotel quality bedding that will always feel like an extra touch of luxury in the home.

Brand Values

PREMIUM QUALITY

TIMELESS

REFINED

Tier

BEST

BETTER

GOOD

ENTRY

Category

BED LINEN

BEDDING

BLANKETS

BATH

HOME TEXTILES

DECORATOR

FURNISHINGS

Household Type

TRADITIONAL

CLASSIC

CONTEMPORARY

ON TREND

BEACH HOUSE

ESSENTIALS

Brand Personality

EXCELLENCE

TRUSTED

CONSIDERED

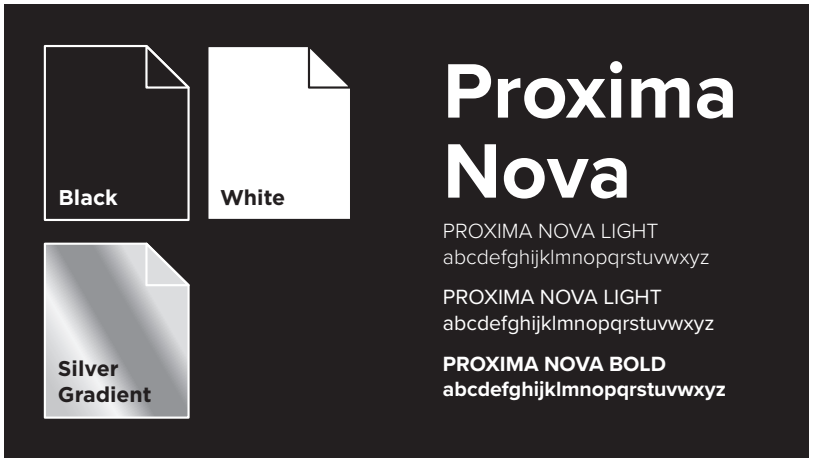
SHOW-PIECE

Brand Toolkit

Logo: Usage / Sizing / Placement pg 6

Colour and Fonts pg 9

Typography pg 10



Imagery pg 14

Packaging Examples pg 20-34

Logo

The KOO ELITE logo is created to contrast as well as compliment the KOO brand. Black is used to give a more premium feel and the square shape contrasts with the circle of KOO for clear differentiation. The ELITE sub-brand text is bold 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).

When the logo is to be placed on 'extreme' portrait or 'extreme' landscape items, a reduced clearspace can be used. This clearspace is the height of the 'E' of the ELITE logotype.

Reduced Clearspace.

For use on 'extreme' portrait and 'extreme' landscape applications.

Small Usage

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

This version is NOT for general usage.

Minimum size 8mm x 8mm

Not to be used any larger than 12mm x 12mm.

This is also the Mono Logo for use on single colour items such as 'Sewn in care labels' -

Mono Logo

The small use logo is also to be used as the Mono Logo. This is for use on single colour items such as 'Sewn in care labels'.

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.

Don't change the background colour.
Don't change the proportions of the logo elements.

Don't skew or distort the logo.

Logo Size and Placement

Landscape Labels (with Imagery) Stacked Information

The logo aligns to the top left-hand corner of the label area.

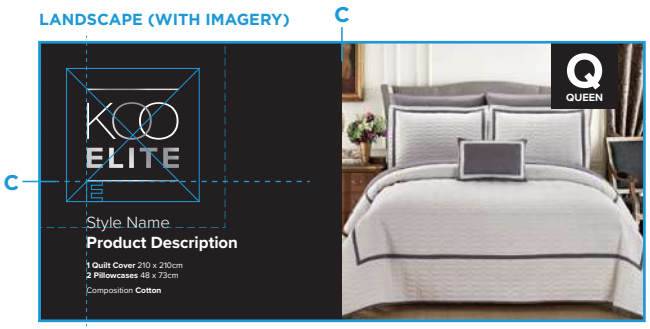
The logo is scaled until the bottom of the logo lock-up is half the height of the label area.

Portrait/Square Labels Stacked Information

The logo aligns to the top left-hand corner of the label area.

The logo is scaled until the bottom of the logo lock-up is half the height of the label area OR the clearspace is the full width of the label area.

LANDSCAPE (WITH IMAGERY)



PORTRAIT (NO IMAGERY)

SQUARE (NO IMAGERY)

Landscape Labels (No Imagery)

For labels with a ratio greater that 2:1 (width:height) the logo clearspace is scaled to the height of the label area. The logo clearspace aligns to the left-hand side of the label area.

For labels with a ratio below 2:1 (width:height) the logo is scaled to half the width of the label area and centred with the vertical space.

The Minimum Ratio is 1.5:1 (width:height). If the ratio of the label dimensions is less that this use the stacked information approach.

Extreme Landscape Labels (No Imagery)

For labels with a ratio of more than 4:1 (width:height), the clearspace can be reduced to crop the logo from the base as well as the top. The logo should be centred within the vertical space.

LANDSCAPE (NO IMAGERY)

Example 1

Example 2

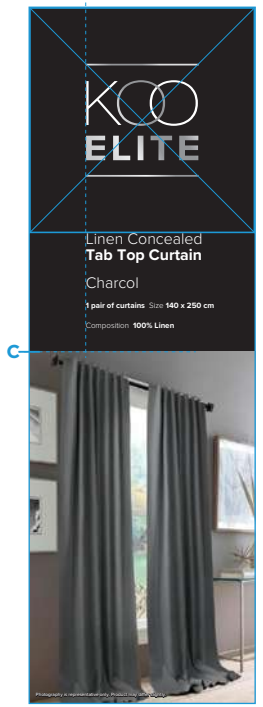
EXTREME LANDSCAPE 4(W):1(H)

Portrait (with Imagery)

The logo aligns to the top left-hand corner of the label area.

The logo is scaled until the bottom of the logo lock-up is half the height of the label area OR the clearspace is the full width of the label area.

PORTRAIT (WITH IMAGERY)

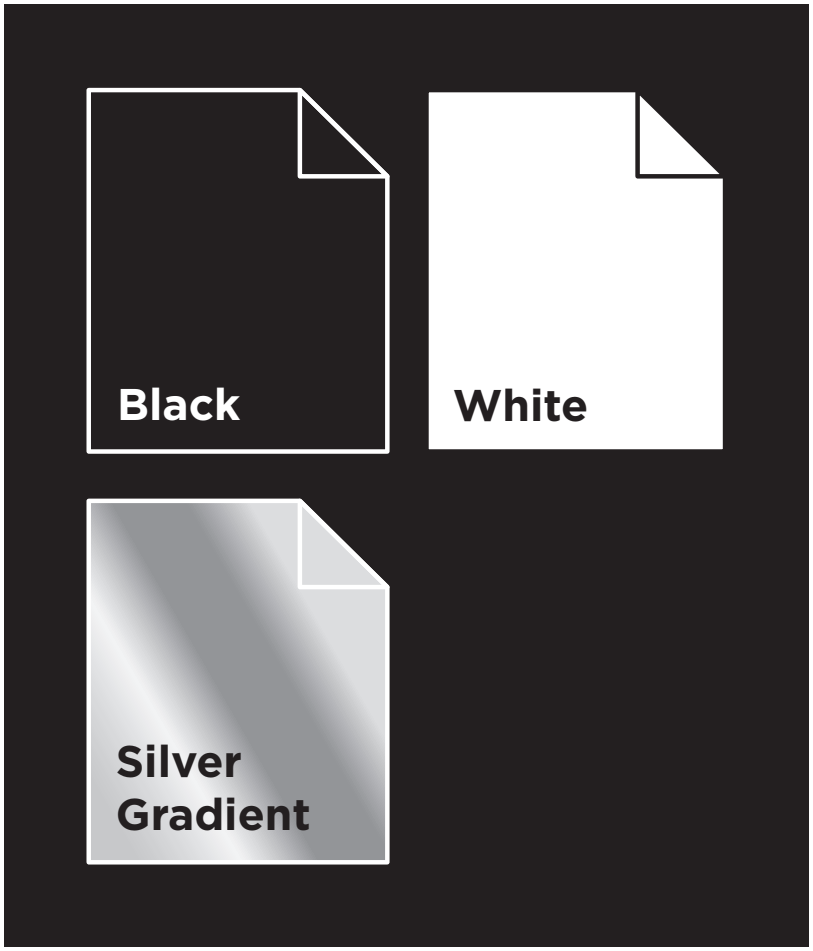


Colour

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

A gradient effect is used to give the effect of silver foil.

Where possible a metallic foil should be used in place of the gradient.



Fonts

The KOO ELITE logotype is a bespoke piece of typography and is not for general usage. The supporting brand typeface is Proxima Nova and should be used for all brand applications.

Proxima Nova comes in a variety of weights but 'Bold', 'Regular' and 'Light' are the three preferred weights to use.

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

Proxima Nova Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

Proxima Nova 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 headings.

Typography

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

Xpt Proxima Nova Light / Xpt Leading

Xpt Proxima Nova Bold / Xpt Leading

0.5Xpt Proxima Nova Bold 0.5Xpt Proxima Nova Regular / 0.5Xpt Leading
0.5Xpt Proxima Nova Bold 0.5Xpt Proxima Nova Regular / 0.5Xpt Leading

0.5Xpt Proxima Nova Regular **0.5Xpt Proxima Nova Bold** / 0.5Xpt Leading

Typography

'Product Information' aligns to the logo or the label area, depending on the format and size of the label.

Small Portrait Label (Stacked Information) [1]

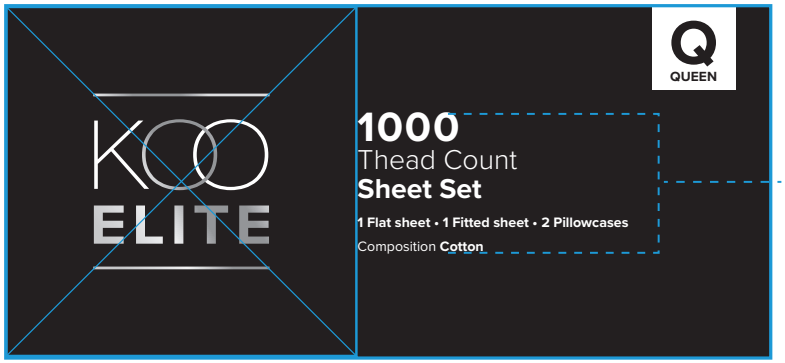
The 'Product Information' aligns to the outside edge of the logo.

Text starts below the logo clearspace.

Square Label (Stacked Information) [2]

The 'Product Information' aligns to the outside edge of the logo.

Text starts below the logo clearspace.



Landscape Label (No Imagery) [3]

The 'Product Information' aligns to centre of the label area.

Text aligns to the logo clearspace.

Extreme Landscape Label [4]

The 'Product Information' aligns to centre of the label area.

Text aligns to the logo clearspace.

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 2 Xpt=24pt

Style Name 24pt
Product Description 24pt

00 x 00cm 12pt

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

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**

Example 4 Xpt=24pt

240 48pt
Thread Count 24pt
Sheet Set 24pt

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

Composition: **Polyester 12pt**

Minimum Size

Style Name 12pt
Product Description 12pt

00 x 00cm 9pt

Composition: **Material 9pt**

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

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

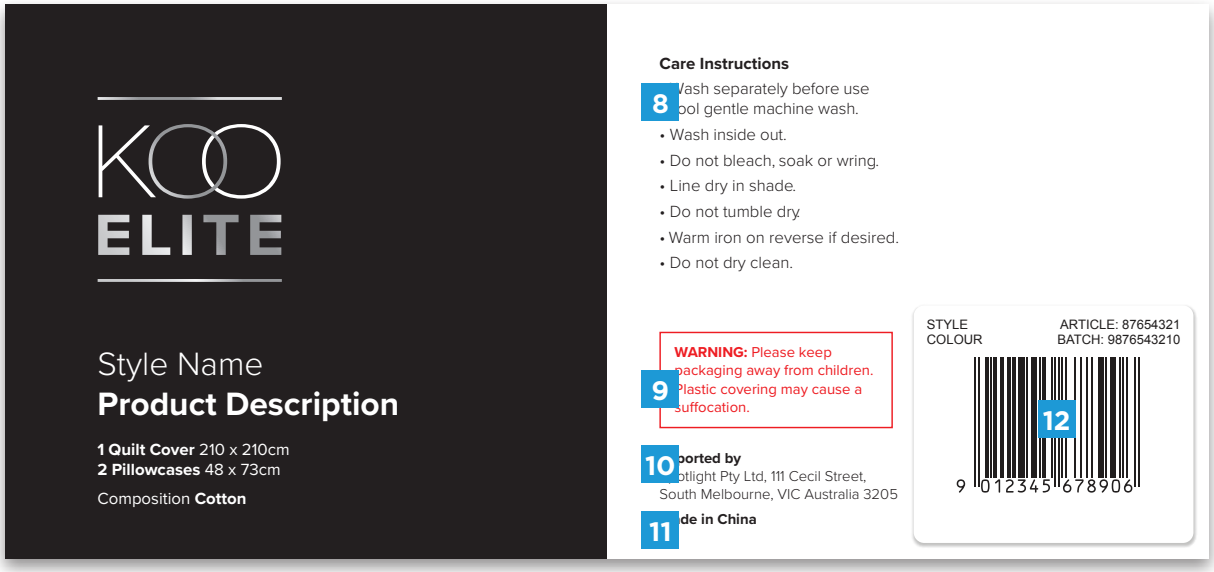
4. Dimensions / Size Icon
5. Composition
6. Product Imagery and Imagery Disclaimer
   (If required)
7. Product Icons
   (If required)

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 Sticker

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 it the information is required for the consumer to make a purchase decision (e.g. dimensions for bed linen).

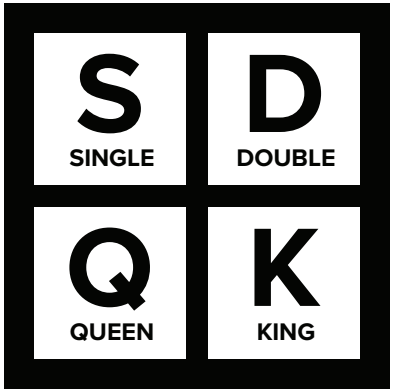
1 Quilt Cover 210 x 210cm
2 Pillowcases 48 x 73cm

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 be 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: **Cotton**

Care Instructions

All labels must included 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 use 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 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: 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 Stickers

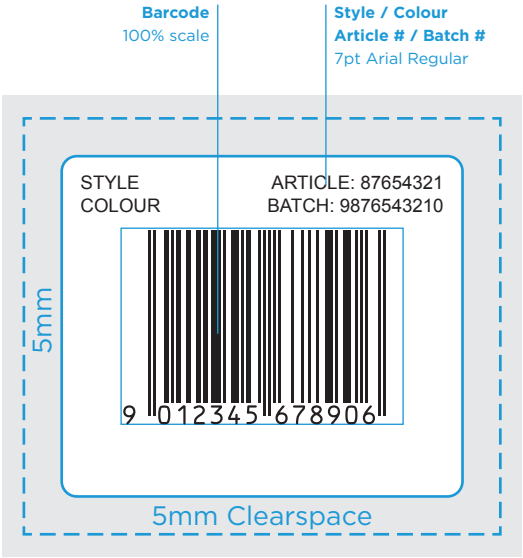
In the majority of applications the barcode is to be applied to the packaging as a self adhesive label.

This allows products that come in a variety of colours and sizes to utilise the same packaging and have individual barcodes to be applied to them.

It also allows for **batch numbers/ order numbers** to be allocated to packaging, enabling products to be tracked to help ensure that continuity of colour and quality is maintained between different orders.

The sticker has space for **style** and **colour** information to be added, if required.

Pricing information can also be displayed on the sticker, but only when requested by the buyer.



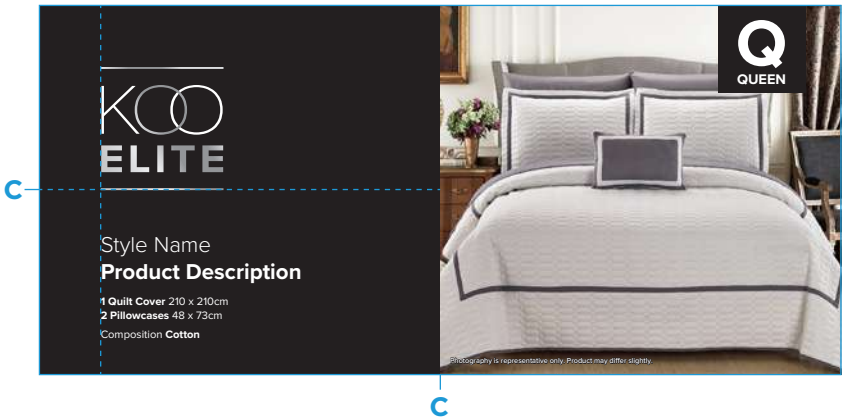
When designing the packaging please ensure enough space is available for the barcode sticker and allow 5mm clearspace around it for movement in its application.

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 KOO ELITE range.

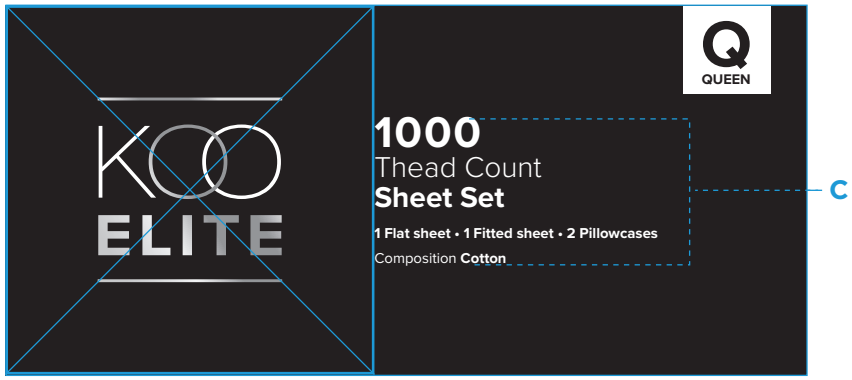
- The logo aligns to top of the label space.
- The Logo aligns to the top left-hand corner of the label area. See Logo Sizing and Placement for further details.
- Imagery occupies 50% of the label space (when required).
- The background is black.
- The typeface is Proxima Nova and type is ranged left and set in 'Title Case'.
- The product information follows the sizing ratios and placement principles on the typography pages.
- Ensure all required mandatory information is in place and correct.

LANDSCAPE (WITH IMAGERY)

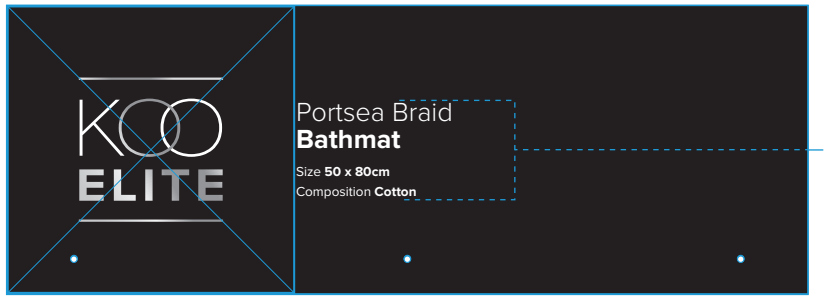


The image occupies 50% of the label area.

LANDSCAPE (NO IMAGERY)

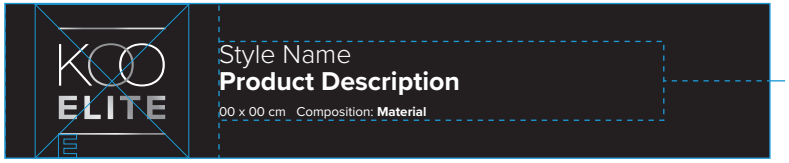


LANDSCAPE (NO IMAGERY)



The logo clearspace aligns to the left-hand side of the label area. The text is centred within the vertical space.

'EXTREME' LANDSCAPE



When the label area is 'extreme' landscape the logo can be cropped from the base as well as the top. The logo must be centred within the vertical space.

General Design Principles

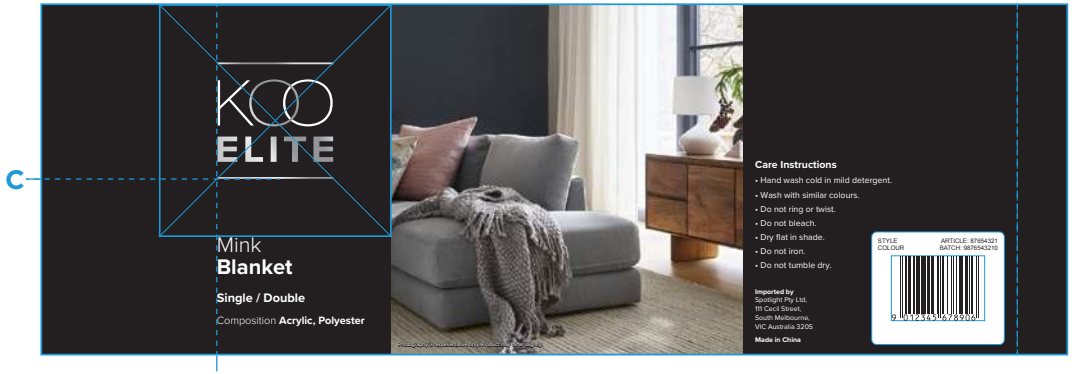
SQUARE (NO IMAGERY)

PORTRAIT (NO IMAGERY)

PORTRAIT (WITH IMAGERY)

The image occupies 50% of the label area.

CYLINDRICAL SLEEVE (WITH IMAGERY)



LARGE FORMAT (WITH IMAGERY)

◀ For large format items such as this Weighted Blanket the guidelines must be interpreted in a manner that is appropriate for the size of the product.

In this instance the label is treated as a standard portrait label with imagery, except that the image is isolated on a black background.

▲ This label wraps around a throw to create a cylindrical sleeve. There is no definite front or back but the same general design principles apply.

The black square panel on the left contains the logo and the product information and sits next to a square image. Using these square elements helps to create a balanced label structure. The remaining space is adequate for the mandatory information.

Packaging Examples

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

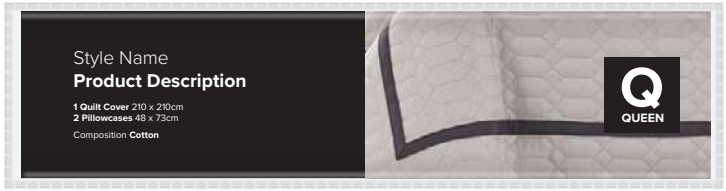
When new or different packaging formats are needed use the general principles to guide your design decision making.

Keep it simple and compare it to 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 KOO ELITE buyer for the product category.

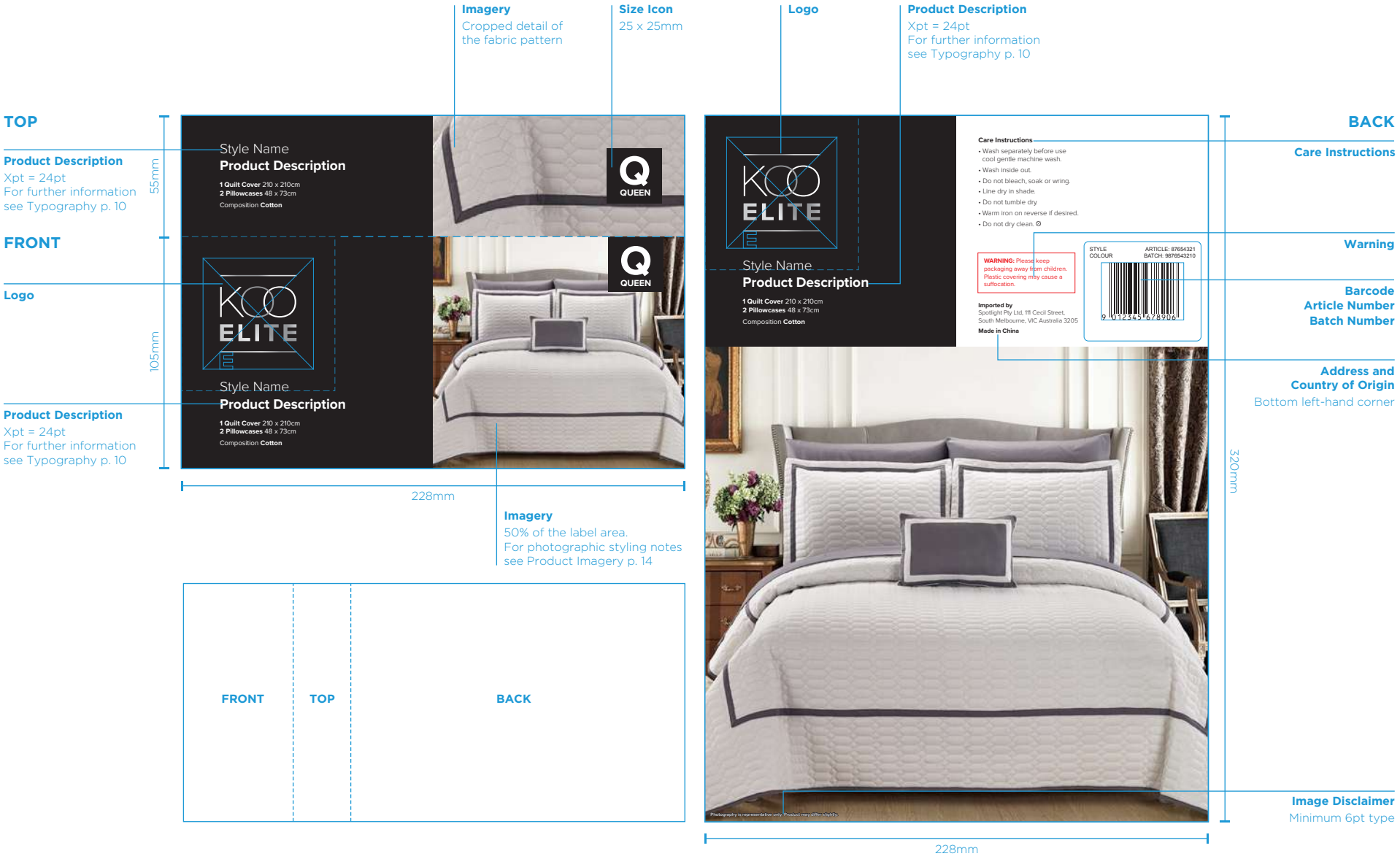
KOO Elite / Manchester / Quilt Cover Set / **Insert**

In Situ shown a 40%



KOO Elite / Manchester / Quilt Cover Set / **Insert**

Artwork shown at 40%



KOO Elite / Manchester / Sheet Set / **Insert**

In Situ shown at 40%

KOO Elite / Manchester / Sheet Set / **Insert**

Artwork shown at 40%

Substrate:
TBC

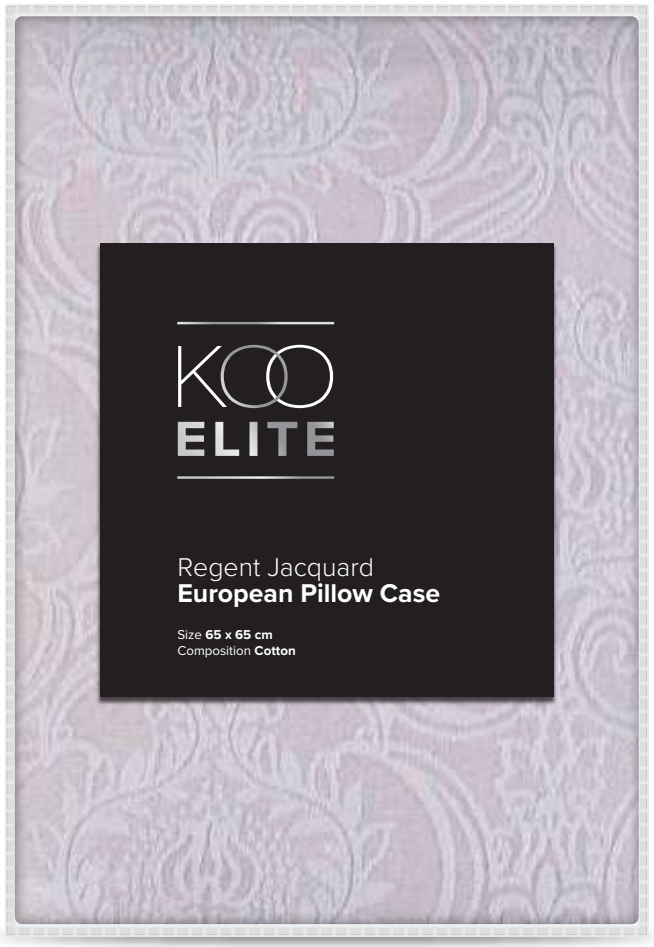
Outer Packaging:
TBC

KOO Elite / Manchester / Pillowcase / **Insert**

In Situ and Artwork shown at 50%

Substrate:
TBC

Outer Packaging:
TBC



KOO Elite / Manchester / Bathmat / **Hangsell**

In Situ shown at 40%

KOO Elite / Manchester / Bathmat / **Hangsell**

In Situ shown at 45%

Substrate:
TBC

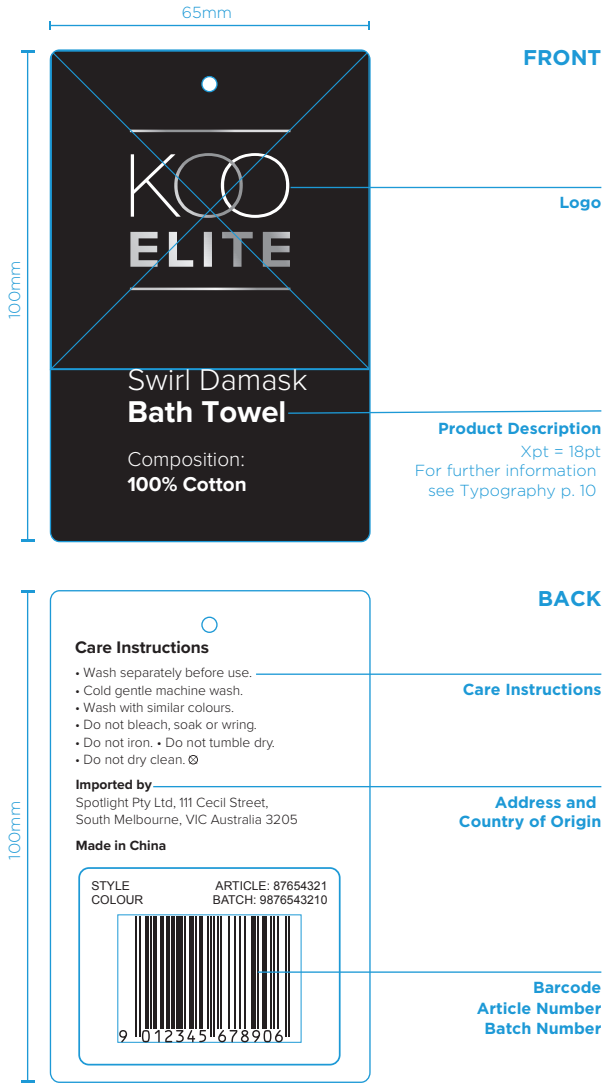
Outer Packaging:
TBC

KOO Elite / Manchester / Bath / **Swing Tag**

In Situ shown a 50%
Artwork shown a 65%

Substrate:
TBC

Outer Packaging:
TBC



KOO Elite / Manchester / Towels / **Edge Label**

In Situ shown @ 65%

KOO Elite / Manchester / Bath / **Edge Label**

Artwork shown at 100%

Substrate:
TBC

Outer Packaging:
TBC

KOO Elite / Furnishings / Ready-Made Curtains / **Insert**

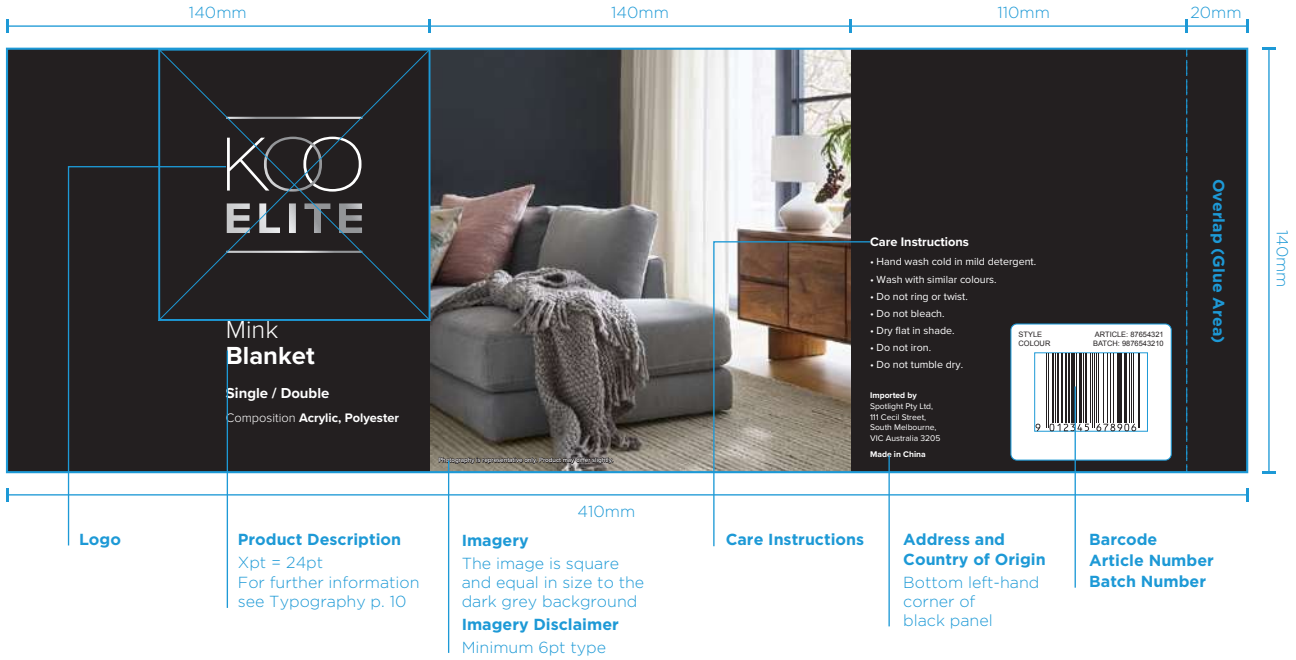
In Situ shown at 35%

KOO Elite / Furnishings / Ready-Made Curtains / **Insert**

Artwork shown at 35%

KOO Elite / Home Décor / Throw / **Sleeve**

Artwork and In Situ shown at 40%



KOO Elite / Home Décor / Blanket / **Card Insert**

In Situ shown at 35%

KOO Elite / Home Décor / Blanket / **Card Insert**

Artwork shown at 60%

KOO Elite / Manchester / Blanket / **Box**

In Situ shown at 35%

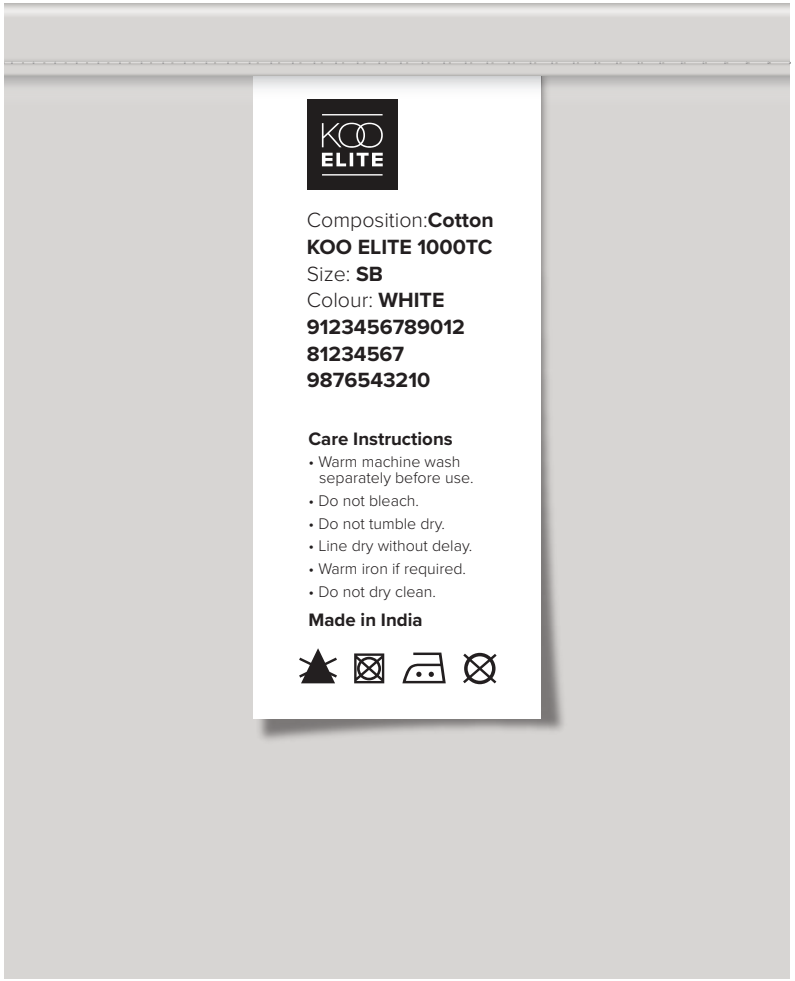
Additional information required to create artwork layout.

KOO Elite / Manchester / Single sided Sewn in care label / **Item Specific Label**

Artwork shown at 100%

In Situ shown at 100%

Substrate:
Client to advise

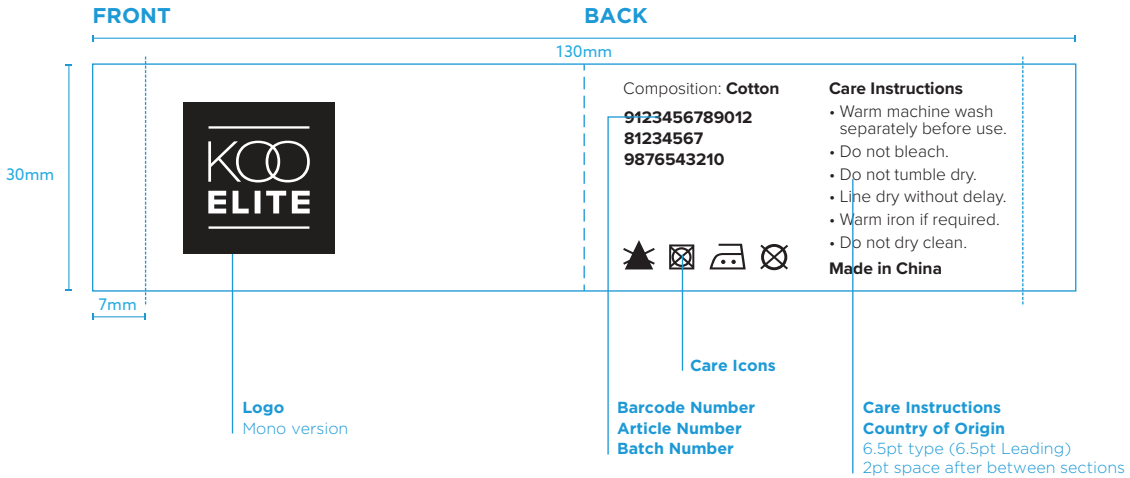


KOO Elite / Manchester / Double sided Sewn in care label / **Generic Item Label**

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

Koo ELITE Logo.ai
Koo ELITE Logo.pdf
Koo ELITE Logo.eps
Koo ELITE Logo.png

Koo ELITE Logo_Small use.ai
Koo ELITE Logo_Small use.pdf
Koo ELITE Logo_Small use.eps
Koo ELITE Logo_Small use.png

Koo ELITE 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 KOO ELITE products.

Separate brand guidelines are available for:

KOO
KOO Baby
KOO Kids