

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 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	48
Approvals	49

Brand Positioning

KOO is the perfect choice for all. With the widest range of bed linen, towels and home textiles, quality and style are not compromised and everything is available at a price that everyone can enjoy.

Brand Values
QUALITY
FASHIONABLE
STYLISH
ACCESSIBLE
MAINSTREAM

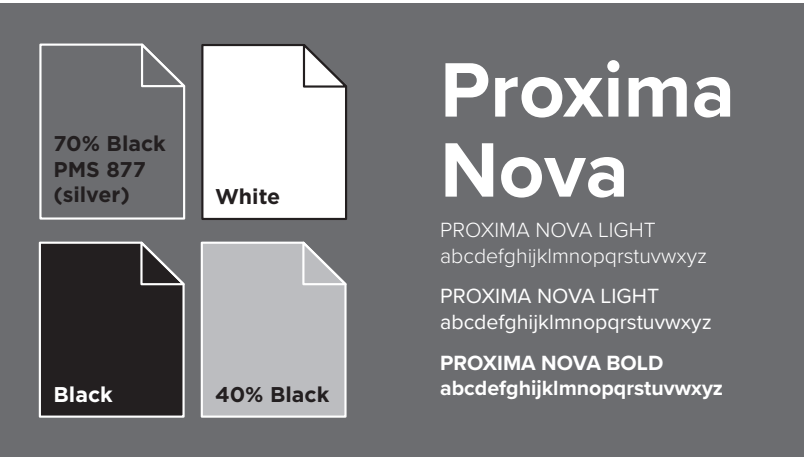
Tier	Category	Household Type	Brand Personality
BEST	BED LINEN	TRADITIONAL	MODERN, CONTEMPORARY AND CLASSIC
BETTER	BEDDING	CLASSIC	FRIENDLY AND INVITING
GOOD	BLANKETS	CONTEMPORARY	FOR ANYONE AND EVERYONE
ENTRY	BATH	ON TREND	MAINSTREAM
	HOME TEXTILES	BEACH HOUSE	
	DECORATOR	ESSENTIALS	
	FURNISHINGS		

Brand Toolkit

Logo: Usage / Sizing / Placement pg 6



Colour and Fonts pg 9



Typography pg 10



Imagery pg 14



Packaging Examples pg 20-42



Logo



The KOO logotype always appears within a white circular holding shape with a subtle drop shadow which helps it to stand out on-shelf.

The logo must always be positioned at the top of the packaging area and on a dark grey background.

Logo Usage

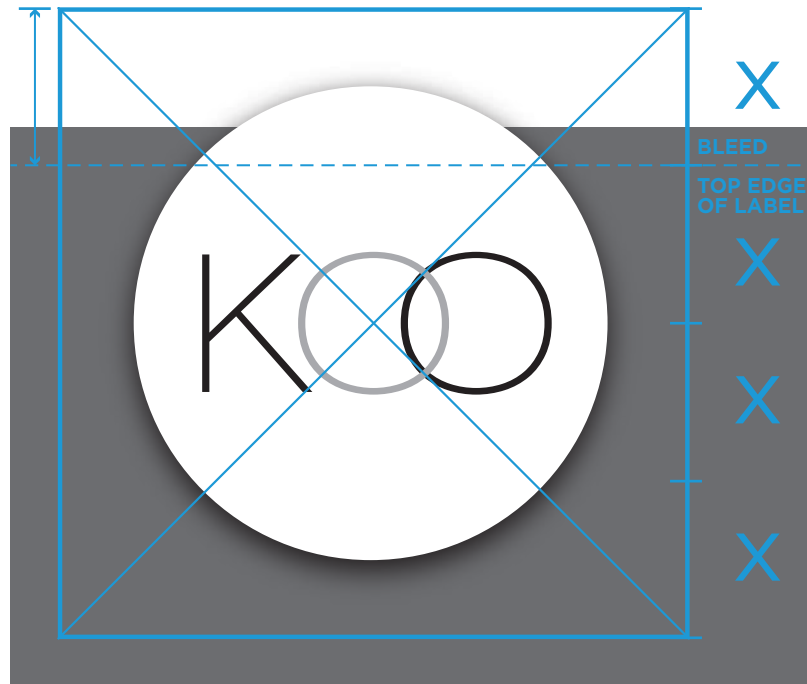
Clearspace

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).

However, the top 25% for the bounding box on the KOO logo is cropped. The logo is aligned to the top of the packaging area from where it is cropped.

Always ensure bleed is applied to logos.

25% of Bounding Box



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.

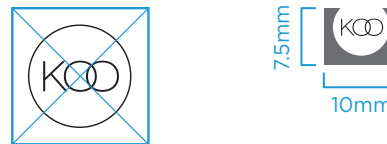
This version is NOT for general usage.

Minimum size 10mm x 7.5mm

Not to be used any larger than 15mm x 11.25mm.



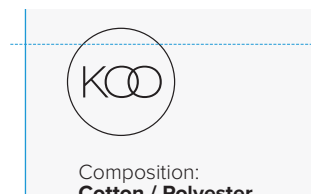
10 Egyptian Towels
with Towel reg \$25
ce Washer req \$12
now \$12ea
now \$6ea



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 apply any 3D effects.



Don't reverse the colourways.



Don't alter the colourways.
Don't change the placement of the drop shadow.

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 circular holding device is half the height of the label area OR the clearspace is the full width of the grey 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 circular holding device is half the height of the label area OR the clearspace is the full width of the grey label area.

Landscape Labels (No Imagery)

The logo is scaled to half the width of the label area (Option 1) OR until the clearspace reaches the bottom of the label area (Option 2).

The right-hand side of the logo aligns to the centre of the label area.

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

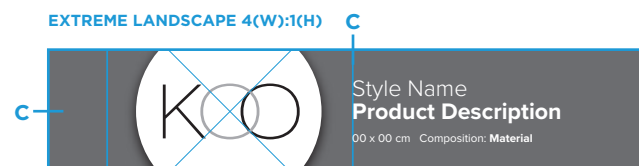
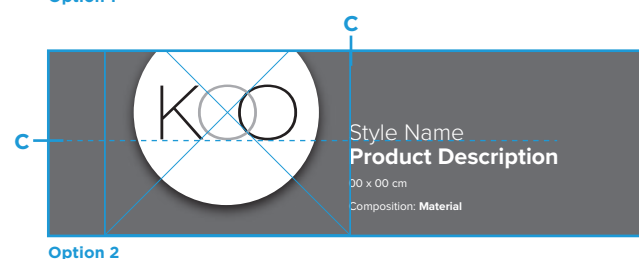
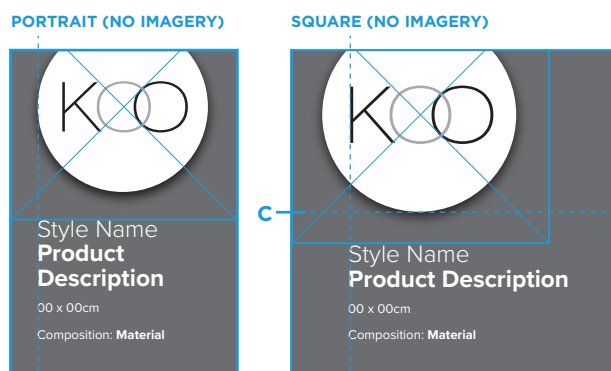
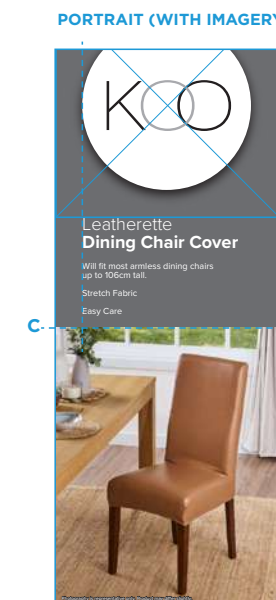
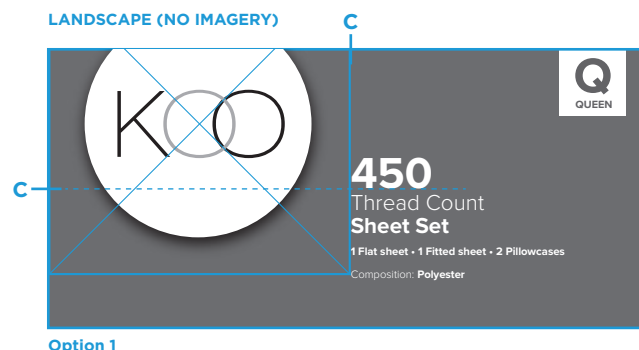
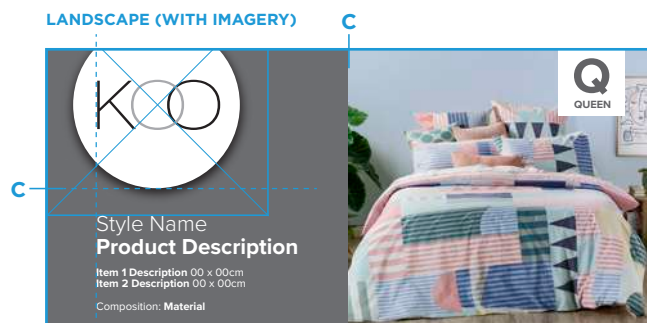
Extreme Landscape Labels (No Imagery)

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.

Portrait (with Imagery)

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

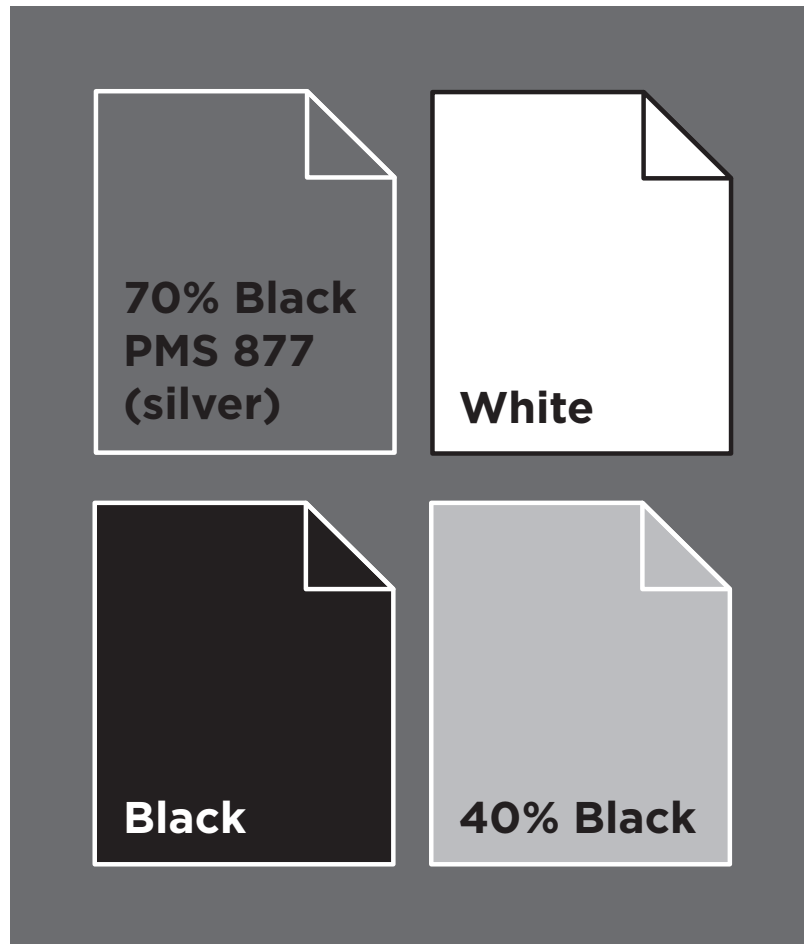
The logo is scaled until the bottom of the circular holding device is half the height of the dark grey label area OR the clearspace is the full width of the grey label area.



Colour

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

Wherever possible PMS 877 metallic silver should be used as the background colour. In all other cases, 70% black is used.



Fonts

The KOO 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.

Style Name
Product Description

Item 1 Description 00 x 00cm
Item 2 Description 00 x 00cm

Composition: **Material**

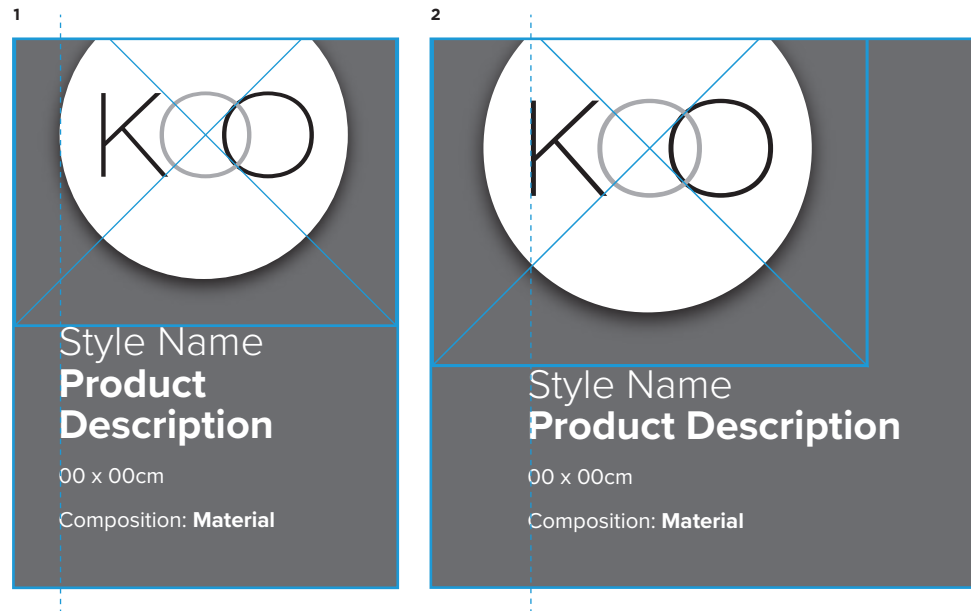
Xpt Proxima Nova Light / Xpt Leading
Xpt Proxima Nova Bold / Xpt Leading

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 of the white circular holding shape.

Text starts below the logo clearspace.

Square Label (Stacked Information) ²

In instances where there is adequate width, the 'Product Information' aligns to the outside of the 'K' of the 'KOO' logotype.

Text starts below the logo clearspace.



Landscape Label (No Imagery) ³

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

Text aligns to the logo clearspace.

Extreme Landscape Label ⁴

Text aligns to the logo clearspace.

Text is centred within the vertical space of the label area.

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

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)

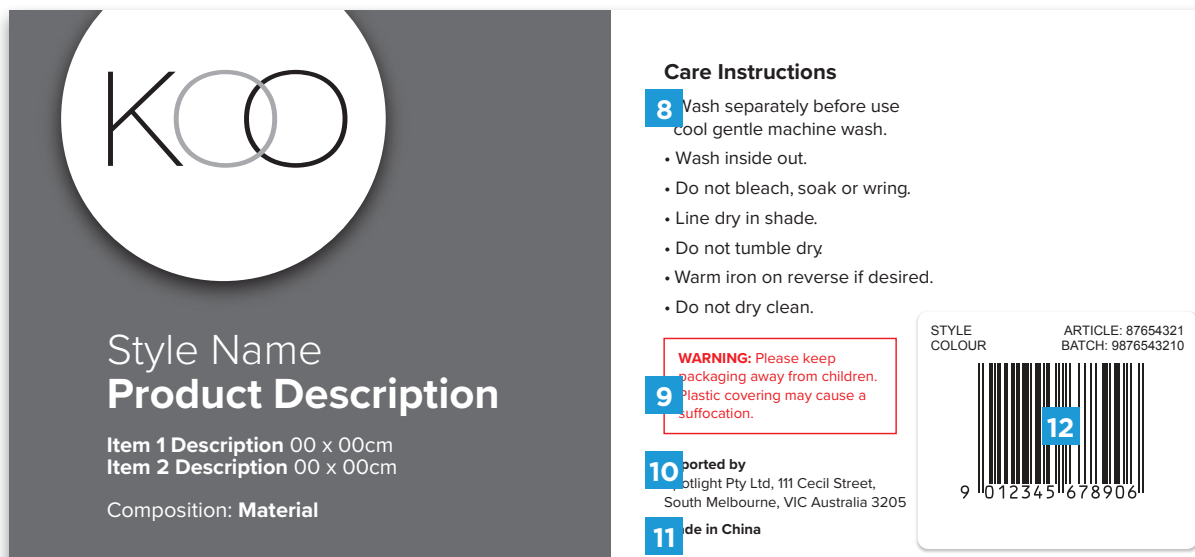
BACK OF PACK

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 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

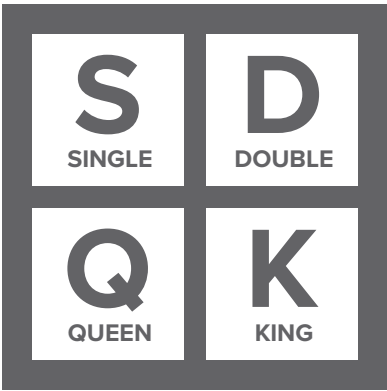
2 Pillowcases 48 x 73cm

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 Stickers

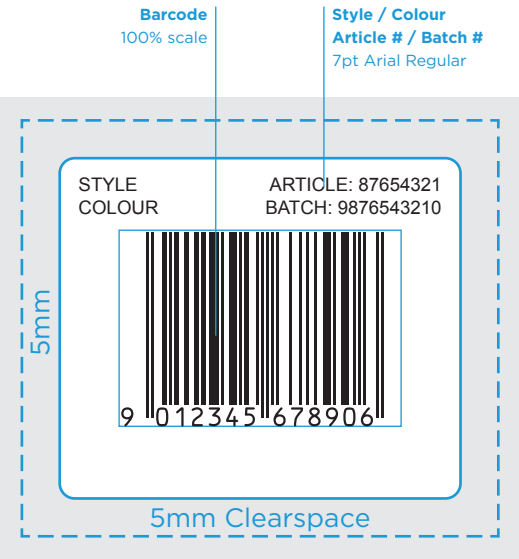
In the majority of applications the barcode is to be applied to the packaging as a self adhesive label.

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

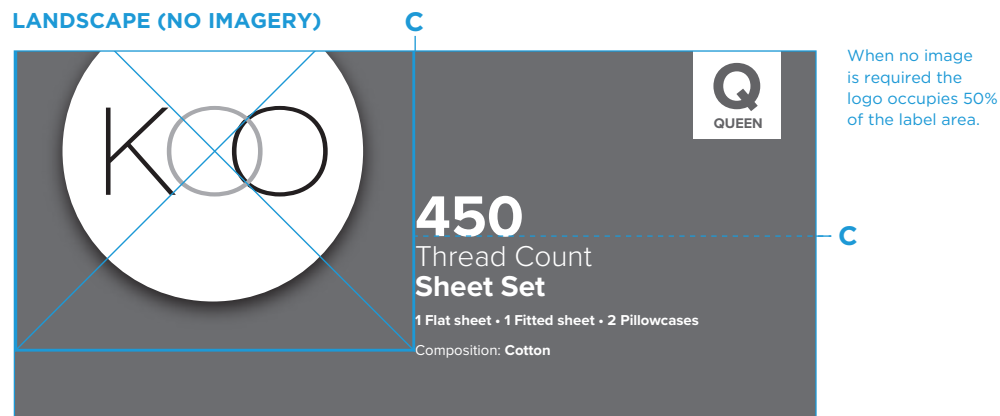
By consistently combining the key elements shown on the previous pages we can create consistency between different products and formats within the KOO range.

- The cropped logo aligns to top of the label space.
- The Logo is either aligned to the top left-hand corner or top centre of the label area depending on the label format. See Logo Sizing and Placement for further details.
- Imagery occupies 50% of the label space (when required).
- The background uses PMS 877 silver wherever possible. If printing in CMYK the background is 70% 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 set on the typography pages.
- Ensure all required mandatory information is in place and correct.

LANDSCAPE (WITH IMAGERY)

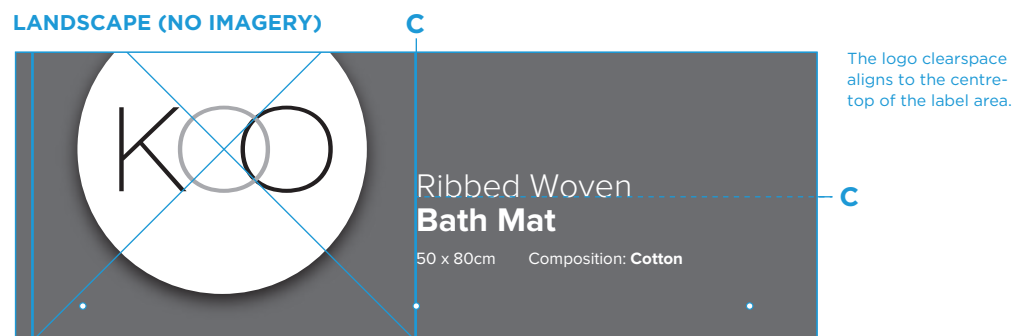


LANDSCAPE (NO IMAGERY)



When no image is required the logo occupies 50% of the label area.

LANDSCAPE (NO IMAGERY)



The logo clearspace aligns to the centre-top of the label area.

'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

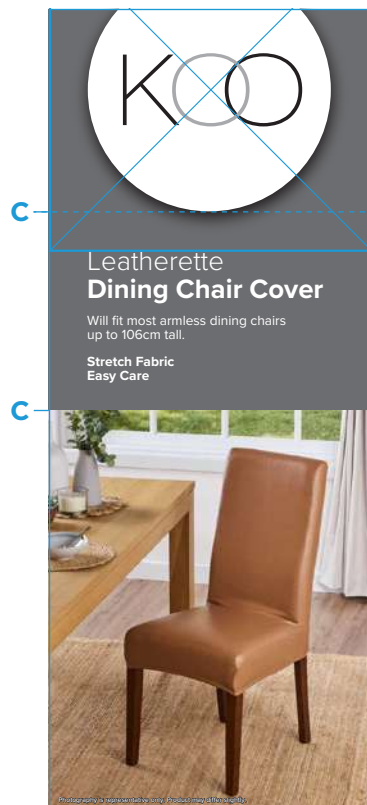
SQUARE (NO IMAGERY)



PORTRAIT (NO IMAGERY)

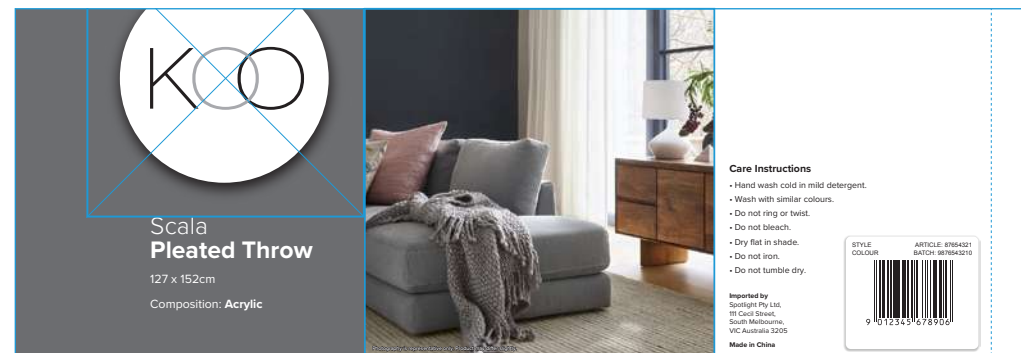


PORTRAIT (WITH IMAGERY)



The image occupies 50% of the label area.

CYLINDRICAL SLEEVE (WITH IMAGERY)



LARGE FORMAT (WITH IMAGERY)



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

The dark grey square panel 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.

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

In this instance a large photograph is required to ensure customers understand the product and so the image occupies 2/3 of the label area instead of the usual half.

The remainder of the space is split. 2/3 for the logo and product information. 1/3 for the mandatory information.

Packaging Examples

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

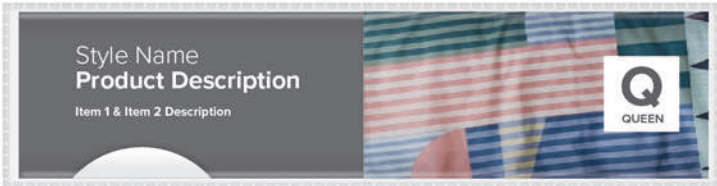
When new or different packaging formats are needed use the general principles to guide your design decision making.

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

KOO / Manchester / Quilt Cover Set / Insert

In Situ shown at 40%



KOO / Manchester / Quilt Cover Set / Insert

Artwork shown at 40%

Substrate:

TBC

Outer Packaging:

TBC

TOP

Product Description

Xpt = 24pt
For further information
see Typography p. 10

FRONT

Logo

Product Description

Xpt = 24pt
For further information
see Typography p. 10

Imagery

Cropped detail of
the fabric pattern

Size Icon

25 x 25mm

Logo

Product Description

Xpt = 24pt
For further information
see Typography p. 10

BACK

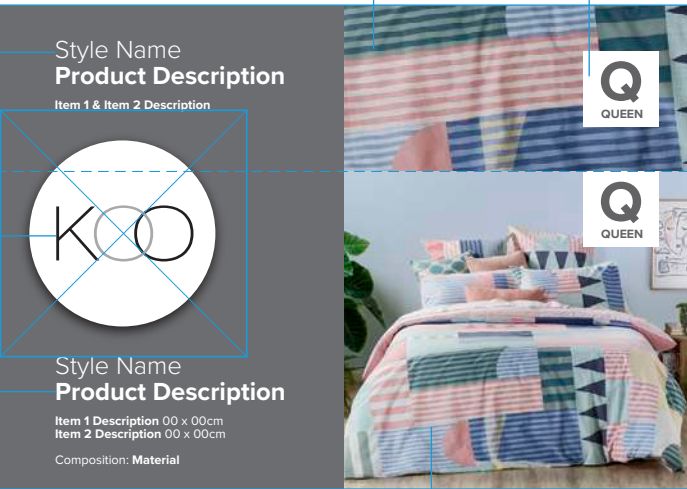
Care Instructions

Warning

Barcode
Article Number
Batch Number

Address and
Country of Origin

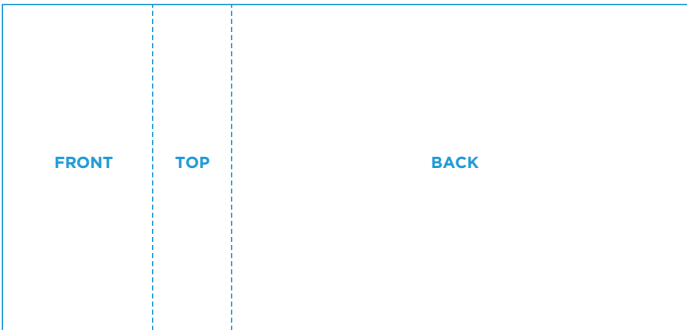
Image Disclaimer
Minimum 6pt type



228mm

Imagery

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



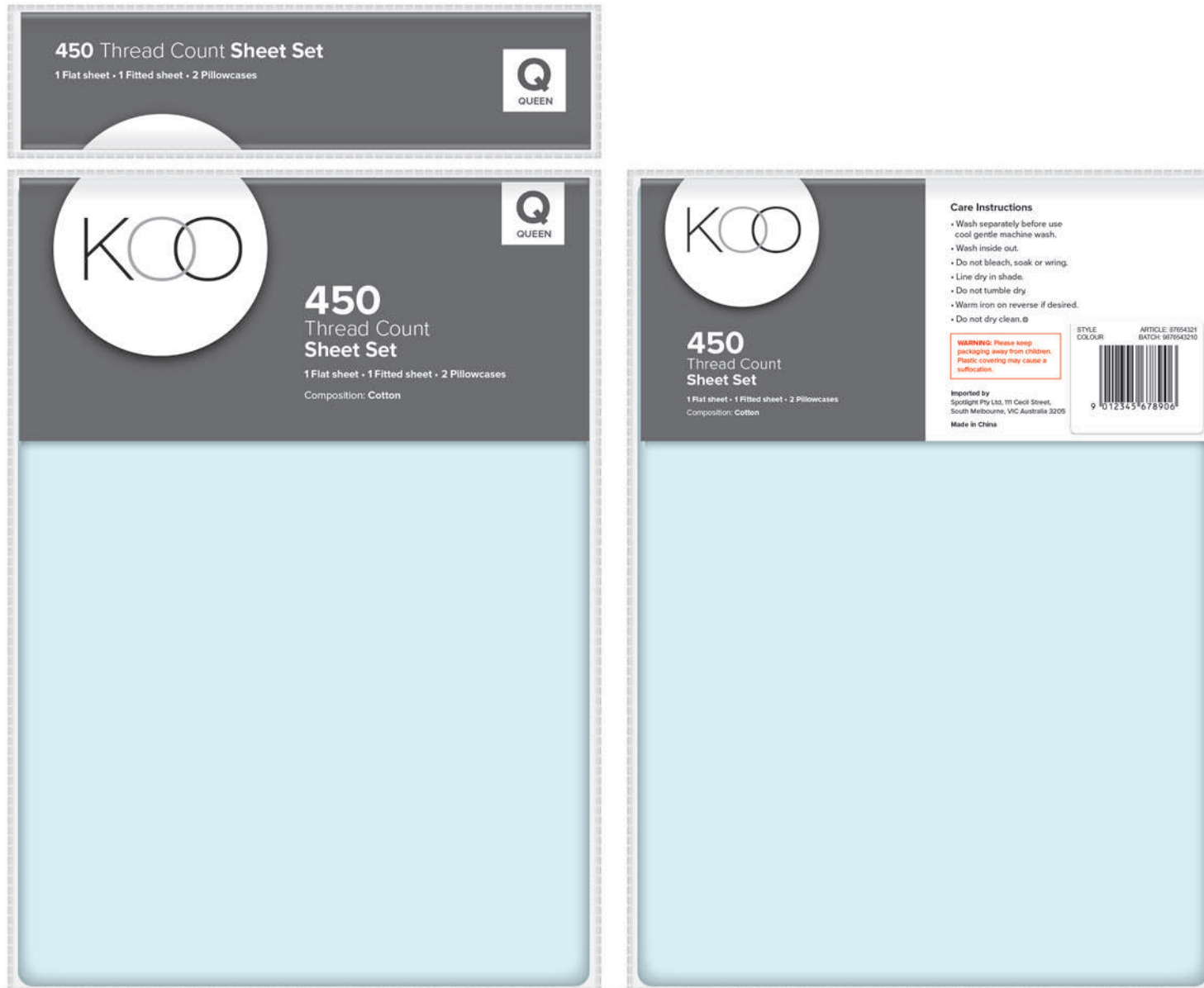
228mm

320mm

Image Disclaimer
Minimum 6pt type

KOO / Manchester / Sheet Set / Insert

In Situ shown at 40%

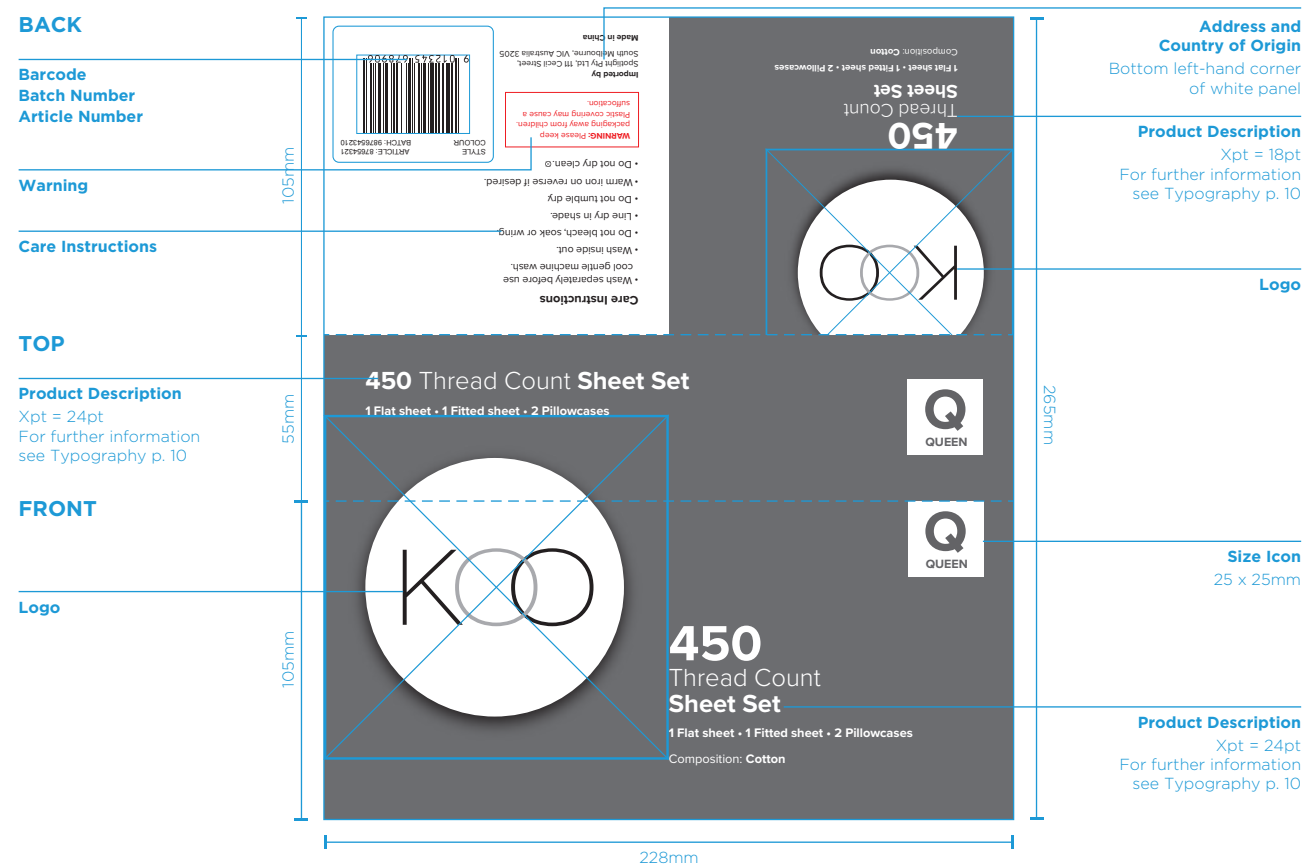


KOO / Manchester / Sheet Set / Insert

Artwork shown at 40%

Substrate:
TBC

Outer Packaging:
TBC



KOO / Manchester / Pillowcase / Insert

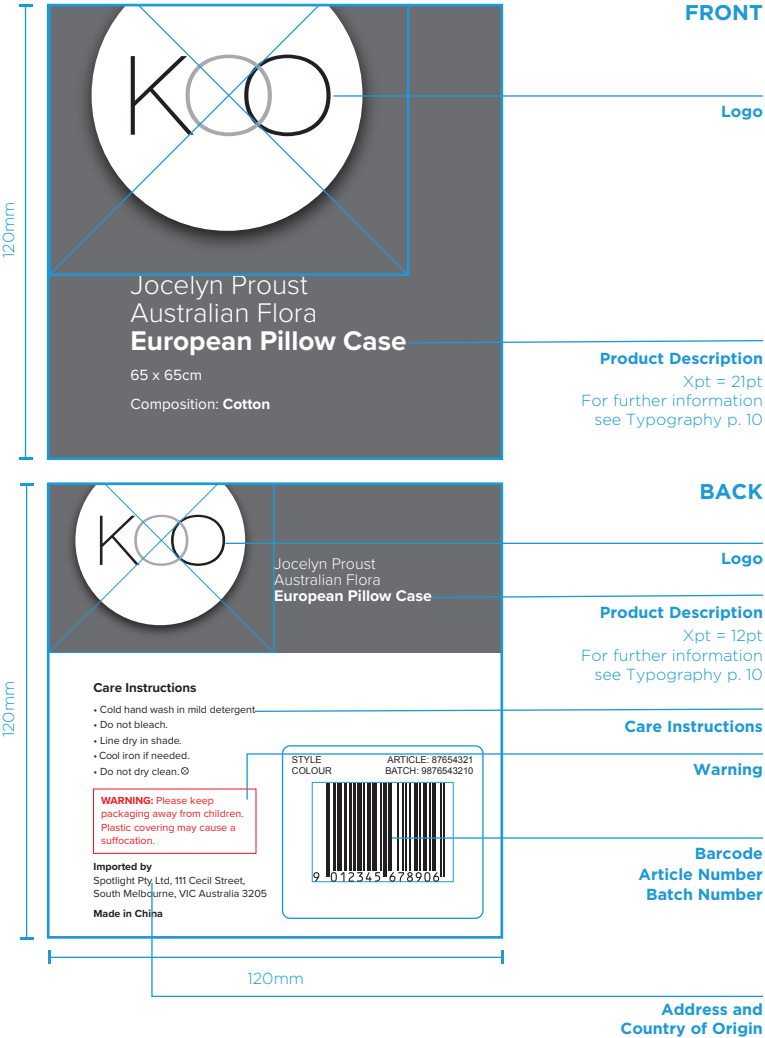
In Situ and Artwork shown at 50%

Substrate:

TBC

Outer Packaging:

TBC



FRONT

Logo

Product Description
Xpt = 21pt
For further information
see Typography p. 10

BACK

Logo

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

Care Instructions

Warning

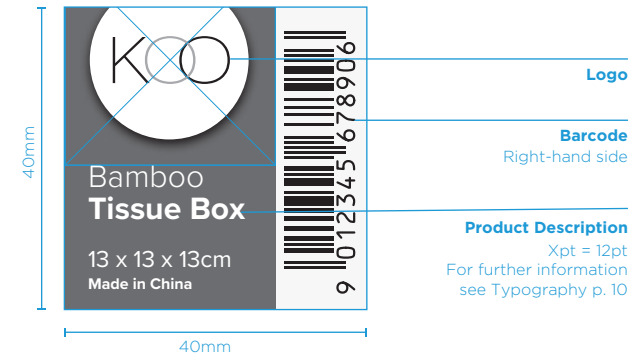
Barcode
Article Number
Batch Number

Address and
Country of Origin

KOO / Manchester / Bathroom Accessory / Small Sticker

In Situ shown at 70%
Artwork shown at 100%

Substrate:
TBC



KOO / Manchester / Bath Mat / Hangsell

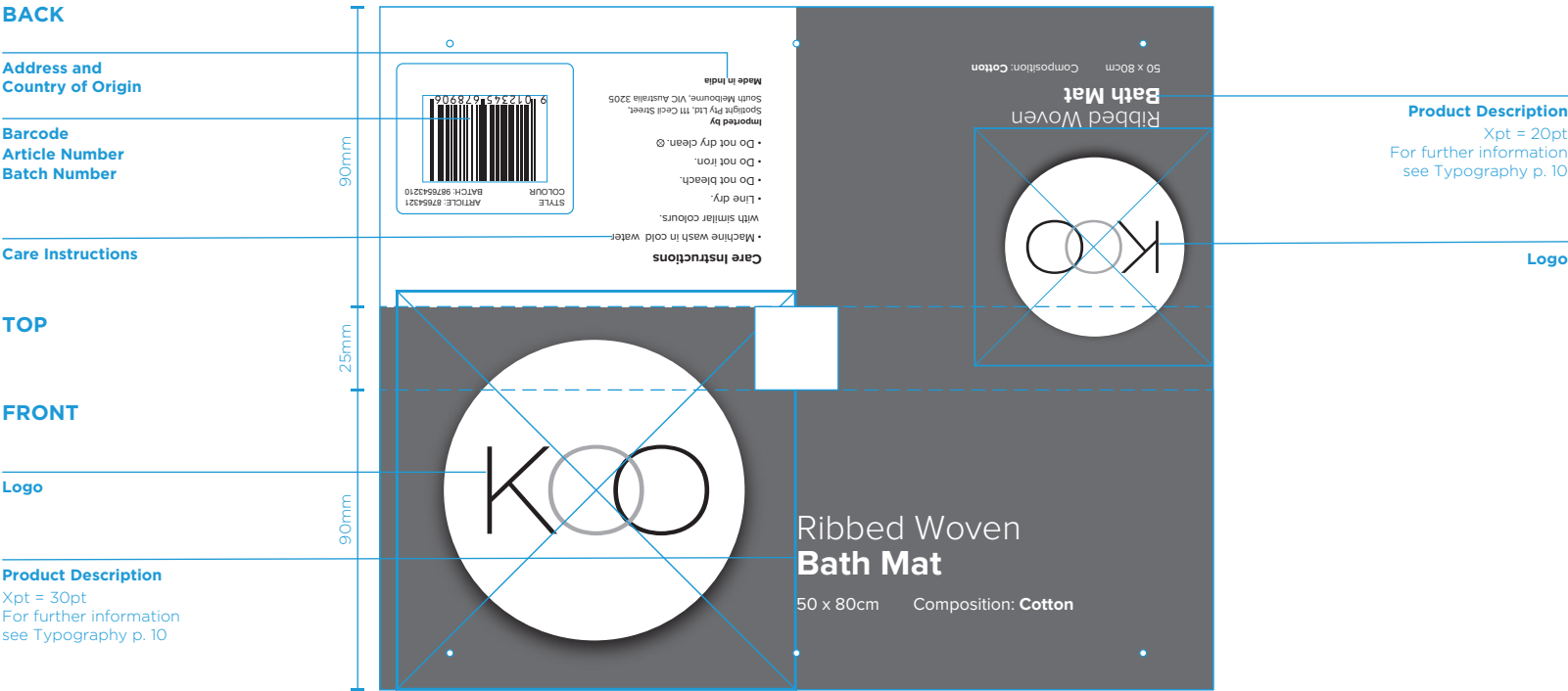
In Situ shown at 45%



KOO / Manchester / Bath Mat / Hangsell

Artwork shown at 45%

Substrate:
TBC



KOO / Manchester / Towels / Edge Label

In Situ shown at 65%



KOO / Manchester / Towels / Edge Label

Artwork shown at 75%

Substrate:
Cardboard XXXGSM



KOO / Furnishings / Sofa Cover / Inserts

In Situ shown at 30%



KOO / Furnishings / Sofa Cover / Inserts

Artwork shown at 40%

Substrate:
Cardboard XXXGSM

FRONT

Additional Description

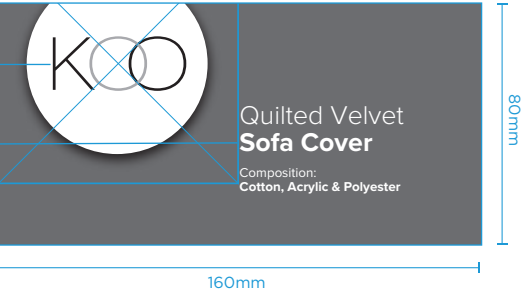


FRONT

Logo

Product Description

Xpt = 25pt
For further information
see Typography p. 10



BACK

Logo

Care Instructions

Warning

Barcode
Article Number
Batch Number

Product Description

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

Imagery

Due to the large
size of the label, the
image area takes up
2/3 of the space.
For photographic
styling notes see
Product Imagery p. 14

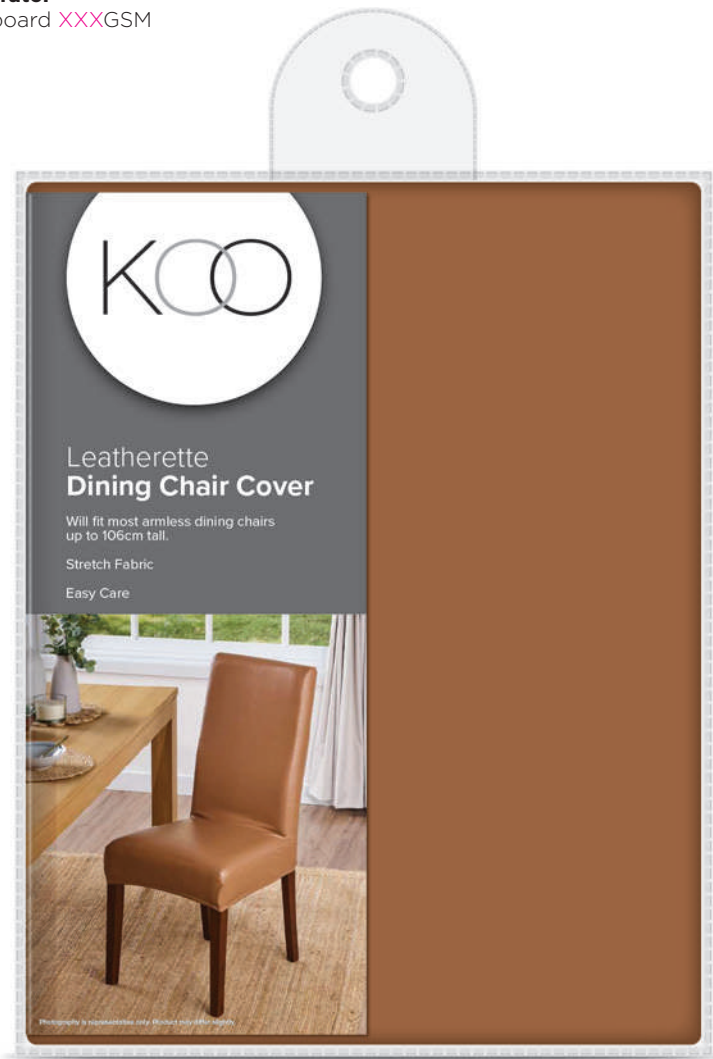
Imagery Disclaimer

Minimum 6pt type

KOO / Furnishings / Chair Cover / Insert

In Situ and Artwork shown at 45%

Substrate:
Cardboard XXXGSM



BACK

Logo

Product Description
Xpt = 24pt
For further information
see Typography p. 10

Instructions
Simple and clear

Care Instructions

Address and
Country of Origin
Bottom left-hand corner

Barcode
Article Number
Batch Number



FRONT

Logo

Product Description
Xpt = 24pt
For further information
see Typography p. 10

Imagery
50% of the
front label area

Imagery Disclaimer
Minimum 6pt type

SIDE

Logo
Description

Product Description
Xpt = 24pt
For further information
see Typography p. 14

KOO / Furnishings / Ready-Made Curtains / Insert

In Situ shown at 40%



KOO / Furnishings / Ready-Made Curtains / Insert

Artwork shown at 40%

Substrate:
Semi Gloss 400GSM


BACK		FRONT	
Logo			Logo
Product Description Xpt = 24pt For further information see Typography p. 10			Product Description Xpt = 24pt For further information see Typography p. 10
Imagery 25% of the back label area. For photographic styling notes see Product Imagery p. 14			Product Icons
Instructions Simple and clear			Imagery 50% of the front label area
Care Instructions			Imagery Disclaimer Minimum 6pt type
Warning			Imagery
Address and Country of Origin			Imagery
Barcode Batch Number Article Number			Imagery

[KOO](#) /
 [Furnishings](#) /
 [Ready-Made Curtains](#) /
 Warning /
 [Instructions](#)

Artwork shown at 40%

Substrate:

Glossy Paper 180GSM
Semi Gloss 400GSM

Warning Title Title 28pt Proxima Nova Bold	148mm
Warning Body Copy 14pt Proxima Nova regular	 <div data-bbox="766 418 1010 470" data-label="Section-Header"> <h1>WARNING</h1> </div> <p data-bbox="551 488 1189 576">Curtain and blind cords have caused the death of young children and must be installed so that they are not a strangulation hazard. Follow the installation instructions.</p>
Instructions Title 18pt Proxima Nova Bold / Reg	<div data-bbox="548 628 1151 663" data-label="Section-Header"> <h2>Hanging Instructions Pencil Pleat Curtains</h2> </div> <p data-bbox="548 668 1209 692">Ironing may be required before hanging – ensure iron is used on fabric side only.</p>
Instructions Subtile 10pt Proxima Nova Bold	<div data-bbox="548 710 613 732" data-label="Section-Header"> <h3>STEP 1.</h3> </div> <p data-bbox="548 732 969 767">Ensure that the 3 cords of the tape are securely knotted at one end of the curtain. To pencil pleat curtains, use the 3 cords on the heading tape.</p>
Instructions Body Copy 7pt Proxima Nova Regular	<div data-bbox="548 785 616 809" data-label="Section-Header"> <h3>STEP 2.</h3> </div> <p data-bbox="548 809 996 919">Hold the 3 cords and with your other hand gently push the heading along the cords until the fabric is pleated to its maximum, this forms the pleats. Ease the heading out again to the desired width, distributing pleats evenly. Tie a knot to hold them in place. Cut off the excess cord immediately past the knot to avoid a possible strangulation hazard. Ensure the end of the cord is minimum of 1600mm above the floor.</p>
Instructions Body Copy 7pt Proxima Nova Regular	<div data-bbox="548 936 616 960" data-label="Section-Header"> <h3>STEP 3.</h3> </div> <p data-bbox="548 960 996 1029">You will notice that the tape has 3 levels of hook position. This allows you to vary the finished length of your curtains. If you wish to hang the curtains below the track, use the top row of pockets for the curtain hooks. If you require the tracks to be covered, the bottom row should be used.</p>
Instructions Body Copy 7pt Proxima Nova Regular	<ul data-bbox="551 1070 996 1141" style="list-style-type: none"> • To avoid creating a possible strangulation hazard for children, the corded internal window covering must be installed in such a way that a loose cord cannot form a loop 220mm or longer at a height of less than 1600mm above floor level.
Instructions Body Copy 7pt Proxima Nova Regular	<ul data-bbox="551 1163 981 1198" style="list-style-type: none"> • After pulling the cords and tying the cord YOU MUST cut the excess cord and dispose of it appropriately.
Instructions Body Copy 7pt Proxima Nova Regular	<ul data-bbox="551 1222 963 1257" style="list-style-type: none"> • In order to install the product to avoid creating a possible strangulation hazard for children:
Instructions Body Copy 7pt Proxima Nova Regular	<ul data-bbox="573 1275 981 1332" style="list-style-type: none"> • A cord guide may be installed lower than 1600mm above floor level if the cord is sufficiently secured or tensioned to prevent a loop 220mm or longer from being formed;
Instructions Body Copy 7pt Proxima Nova Regular	<ul data-bbox="573 1350 990 1385" style="list-style-type: none"> • If a cord guide is installed lower than 1600mm above floor level it must be designed to prevent a child from being able to remove the cord; and
Instructions Body Copy 7pt Proxima Nova Regular	<ul data-bbox="573 1409 981 1444" style="list-style-type: none"> • If a cleat is used to secure the cord it must be at least 1600mm above floor level because a child is capable of unwinding a cord from a cleat.

55mm

85mm

7.5mm

5mm

2.2mm

5mm

WARNING

WARNING:

Young children have died by wrapping loose curtain and blind cords or chains around their necks. Secure cords and chains with cord guides or keep them out of reach by winding them around a cleat. Move cots and furniture away from window covering cords or chains.

DO NOT REMOVE THIS LABEL

Warning Box
7.5mm / 18pt Proxima Nova Condensed Bold
(180% vertical scale)

Warning Title
5mm / 21pt Proxima Nova Condensed Bold

Warning Body Copy
2.2mm / 9pt Proxima Nova Reg

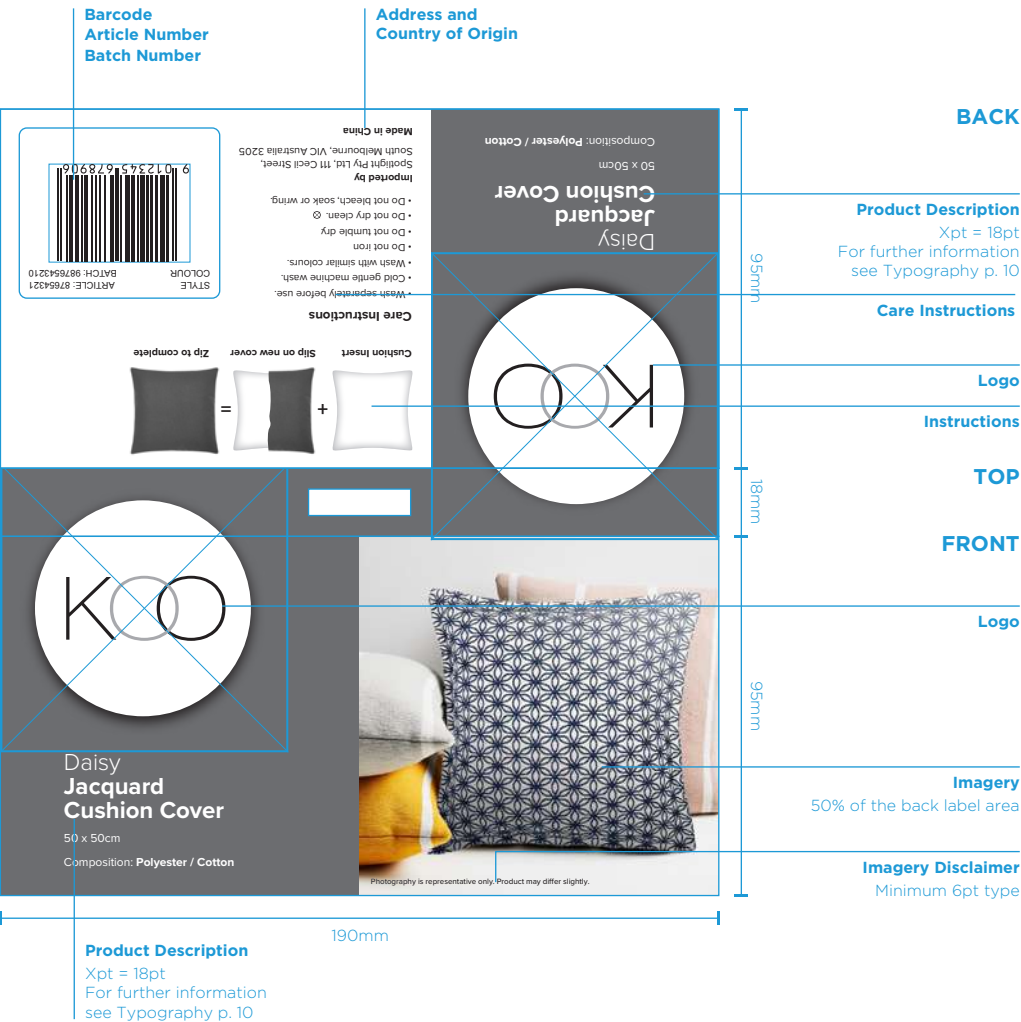
Warning Title
5mm / 21pt Proxima Nova Condensed Bold

FRONT / BACK

KOO / Home Décor / Textiles / Hang Sell

In Situ and Artwork shown at 50%

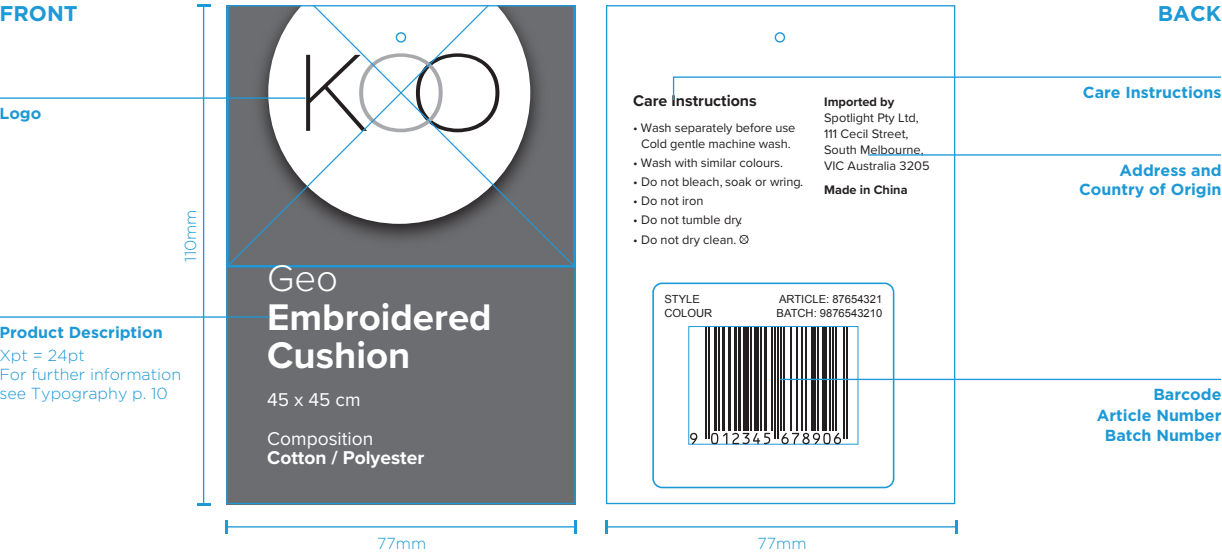
Substrate:
Cardboard XXXGSM



KOO / Home Décor / Textiles / Swing Tag

Artwork and In Situ shown at 60%

Substrate:
Cardboard XXXGSM



KOO / Manchester / Blankets and Throws / Card Label

In Situ shown at 50%



KOO / Manchester / Blankets and Throws / Card Label

Artwork shown at 50%

Substrate:
Cardboard XXXGSM

FRONT

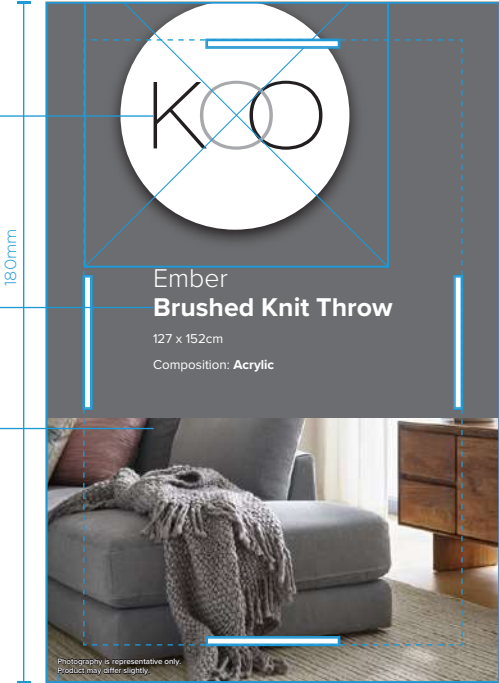
Logo

Product Description

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

Imagery

Due to the small size
of this label, the dark
grey background
(that sits within the
'clearspace' - indicated
by the dashed blue line)
is square, leaving the
remainder of the
space for the image.



Imagery Disclaimer

Minimum 6pt type

BACK

Logo

Product Description

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

Care Instructions

Care Instructions

- Cold hand wash in mild detergent
- Do not bleach.
- Line dry in shade.
- Cool iron if needed.
- Do not dry clean. ☹

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



Address and Country of Origin

Barcode Article Number Batch Number

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.

KOO / Manchester / Blankets / Card Insert

In Situ shown at 50%



KOO / Manchester / Blankets / Card Insert

Artwork shown at 40%

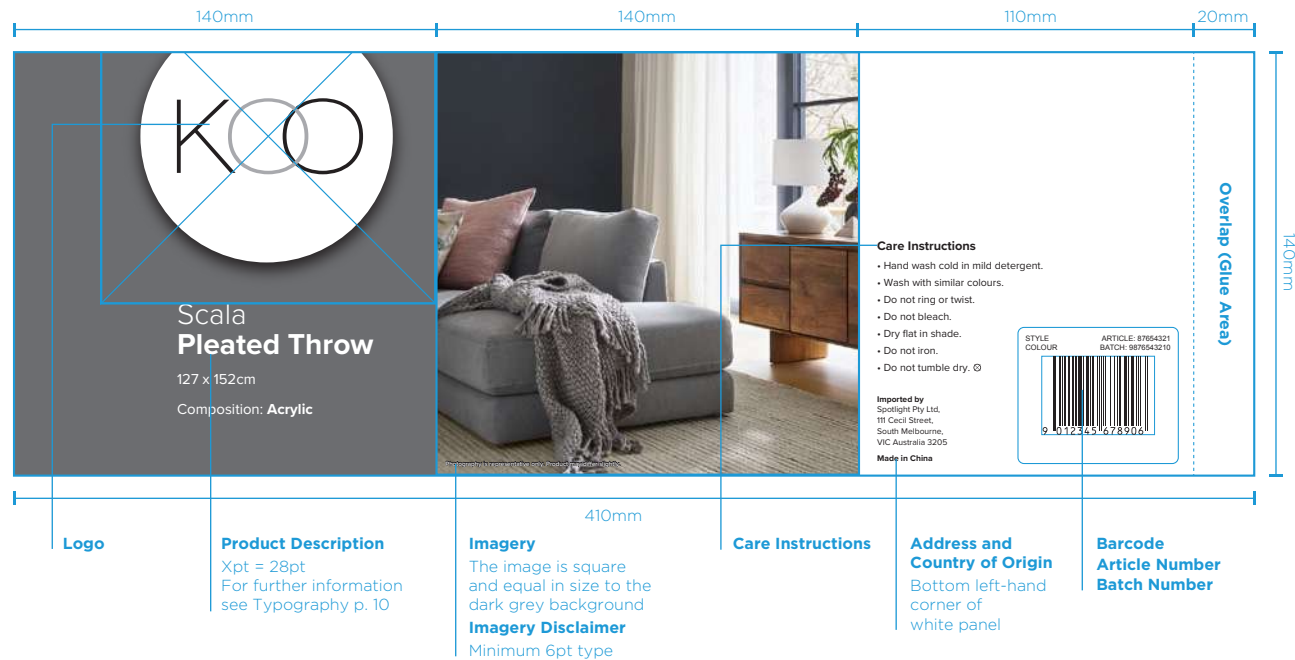
Substrate: Cardstock



KOO / Home Décor / Throw / Sleeve

Artwork and In Situ shown at 40%

Substrate:
Cardboard XXXGSM



KOO / Home Décor / Table Cloth / Insert

In Situ shown at 40%



KOO / Home Décor / Table Cloth / Insert

Artwork shown at 40%

Substrate:
Cardboard XXXGSM

TOP

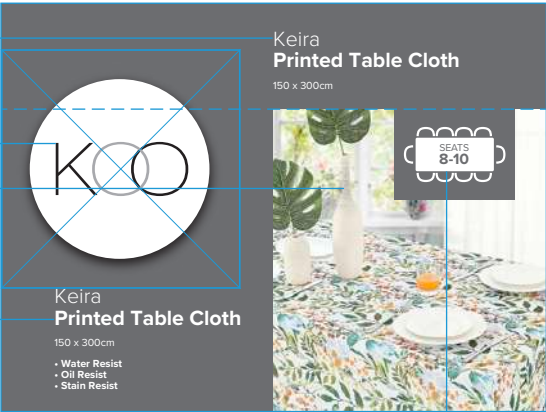
Product Description
Xpt = 20pt

FRONT

Logo

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

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



Product Icon

BACK

Logo

Size Guide
Simple and clear

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

Warning

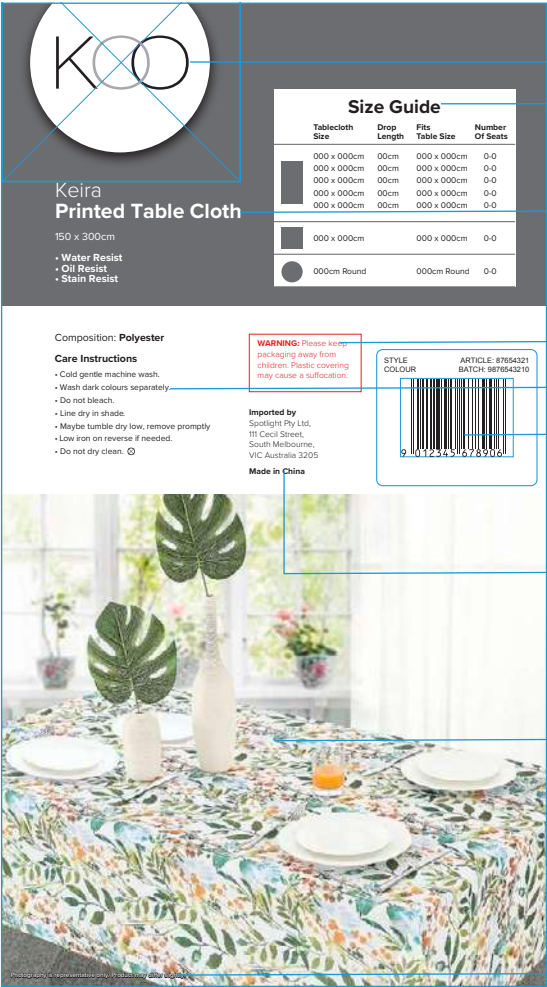
Care Instructions

Barcode
Article Number
Batch Number

Address and
Country of Origin

Imagery
50% of the label area

Imagery Disclaimer
Minimum 6pt type

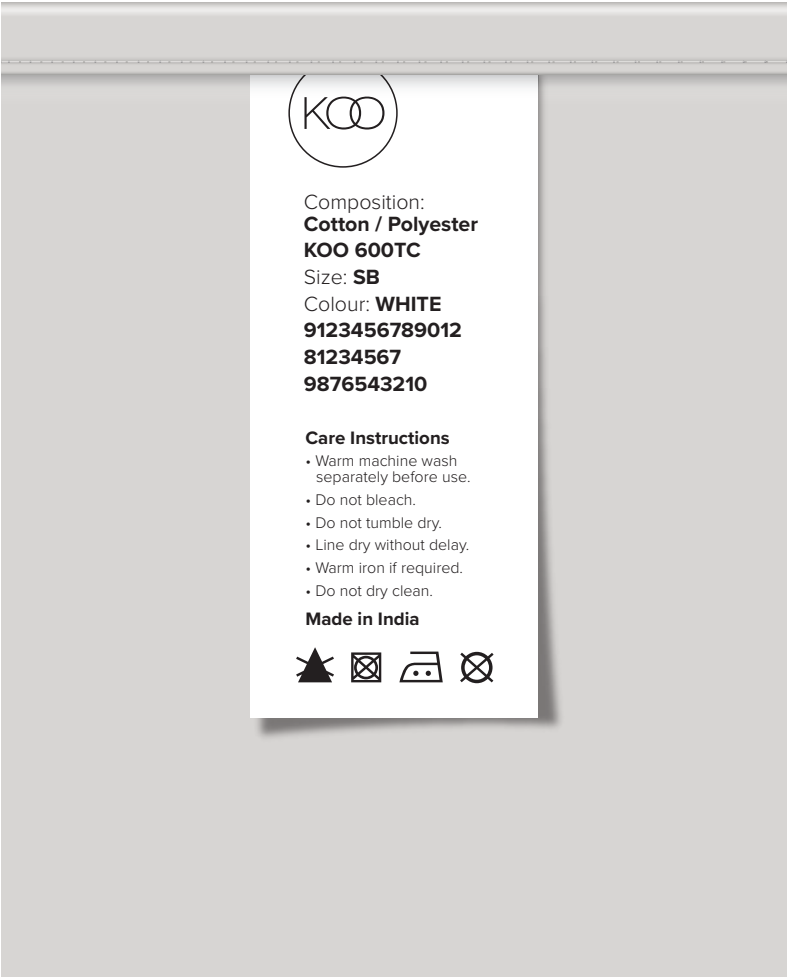
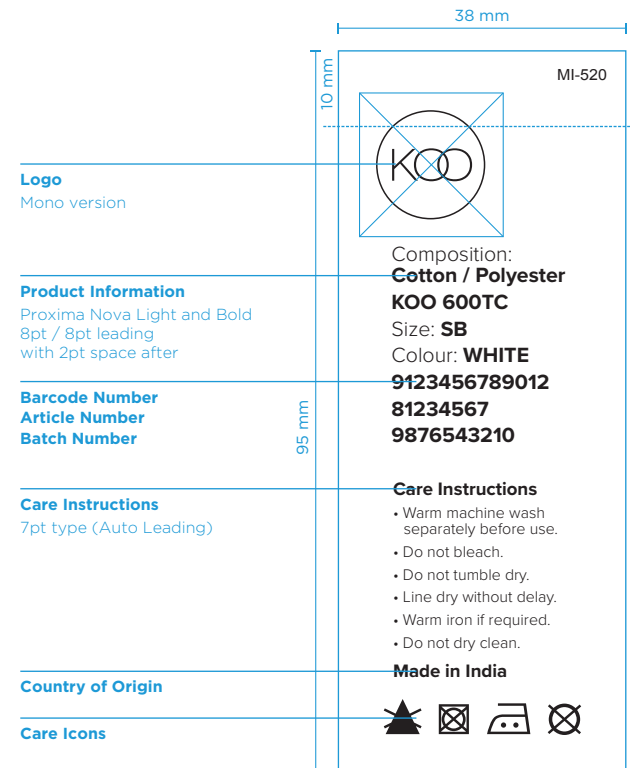


KOO / Manchester / Single sided Sewn in care label / Item Specific Label

Artwork shown at 100%

In Situ shown at 100%

Substrate:
Client to advise



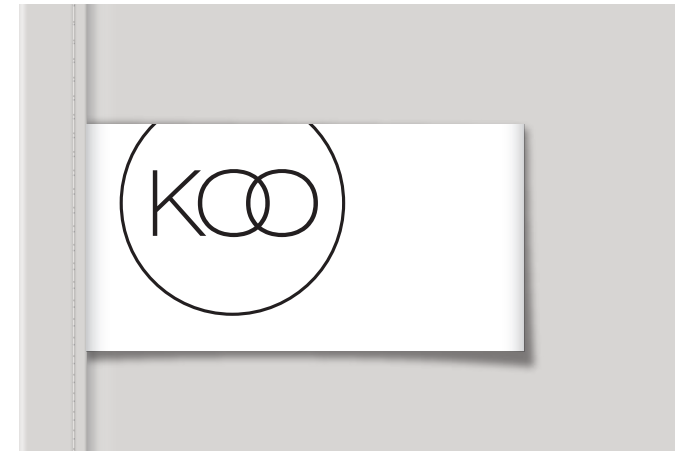
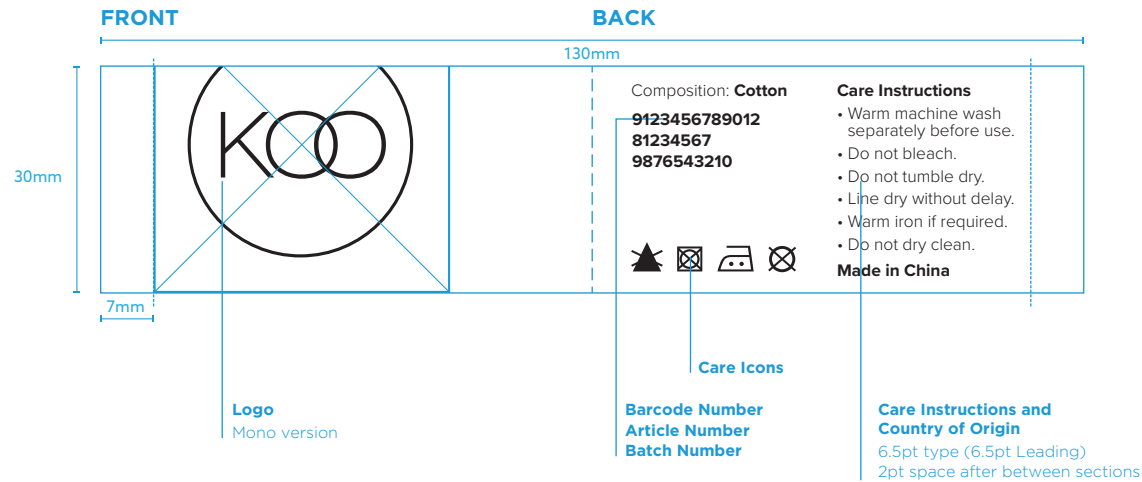
KOO / Manchester / Double sided Sewn in care label / Generic Item Label

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

Koo Logo_Small Use.ai
Koo Logo_Small Use.pdd
Koo Logo_Small Use.eps
Koo Logo_Small Use.png

Koo Logo_Mono.ai
Koo Logo_Mono.pdf
Koo Logo_Mono.eps
Koo Logo_Mono.png



Koo 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 products.

Separate brand guidelines are available for:

KOO Elite
KOO Baby
KOO Kids