LIVING

SPACE

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 Living Space 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 Positioning

Living Space provides up-to-date decorating items and accessories to help style and organise the modern home. With contemporary style and modern functionality, Living Space helps to make a style statement in any home.

Brand Values

CONTEMPORARY
GREAT VALUE
QUALITY

Tier

BEST
BETTER
GOOD
ENTRY

Categories

HOME TEXTILES
DECORATOR
KITCHEN & DINING
STORAGE
FURNISHINGS

Household Type

TRADITIONAL
CLASSIC
CONTEMPORARY
ON TREND
BEACH HOUSE
ESSENTIALS

Brand Personality

FASHIONABLE
FUNCTIONAL
RELEVANT

Brand Toolkit

Brandmark pg 9-10

Colour and Fonts pg 9

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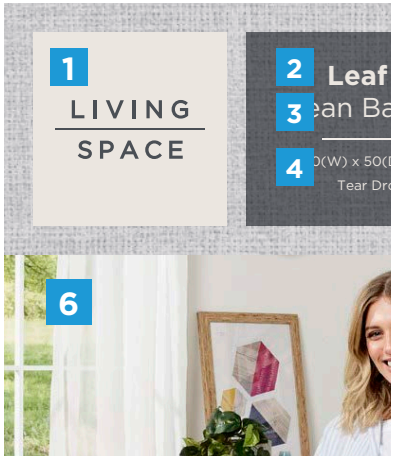
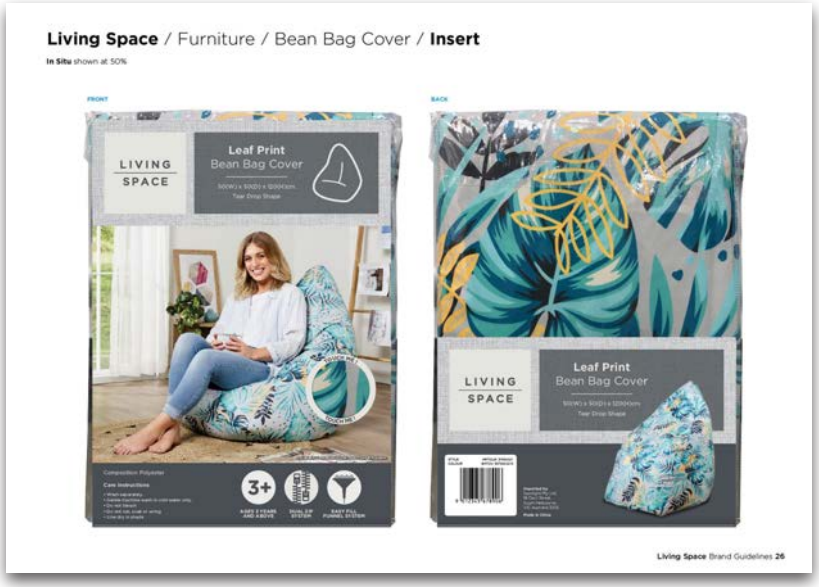
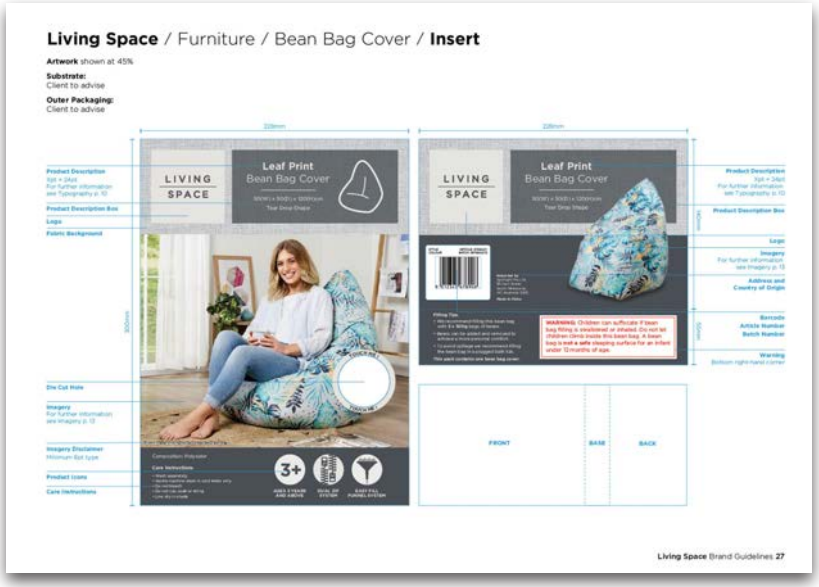
Imagery pg 13

Pack Anatomy pg 15



Packaging Examples pg 20-31





Logo

Living Space logo is simple, modern and stylish.

The fabric background gives the brand a soft touch. It has a sense of warmth and is inviting.

The colour palette is contemporary. The neutral tones co-ordinate with a wide variety of product patterns and colours.

Logo Usage

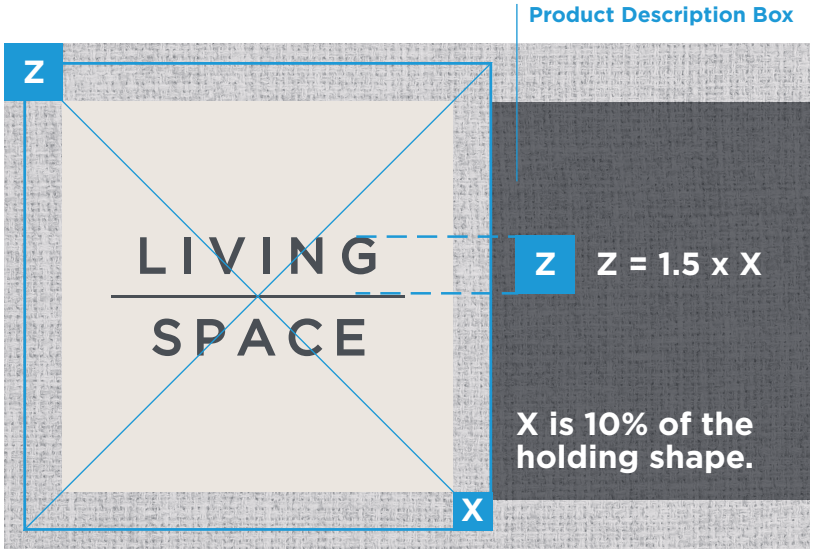
Clearspace

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 space between the logo and the product description box is **X**. **X** is 10% of the logo holding shape – the neutral grey square (i.e. if the holding shape is 100mm, then X=10mm)

The minimum clearspace to the edge of the label space, portrait or landscape is **Z**.

Z is 1.5 times the size of X (i.e. if the holding shape is 100mm and **X**=10mm, then **Z**=15mm)



Small Swing Tag

For products that only require a small swing tag the logo can be used without the fabric background and be cropped to holding shape.

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 10mm

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

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 change the colourways.

Don't amend or reposition exisiting elements.

Don't skew or distort the logo.

Logo Size and Placement

Landscape Labels

The logo and product description box are horizontal to eachother and align to the centre of the label area.

The logo and product description box 'lock-up' are scaled to fill the label, leaving at least **Z** clear space but ideally **2X**.

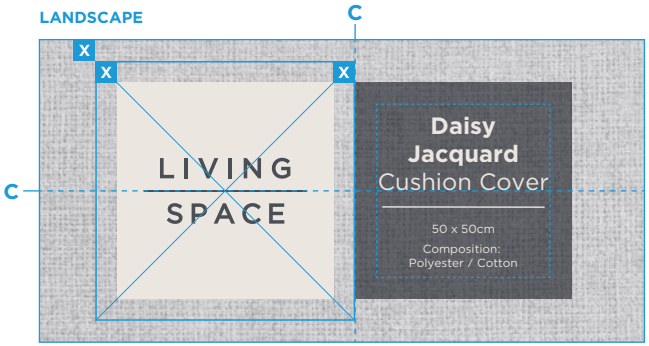
Portrait/Square Labels

The logo and product information box are stacked vertically and align to the centre of the label area.

The logo and product information box 'lock-up' are scaled to fill the label and leave at least **Z** clearspace.

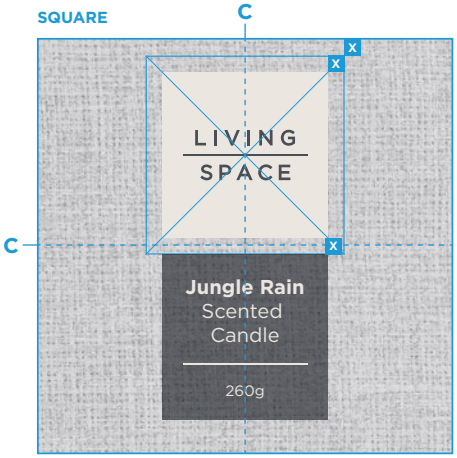
For square label areas the logo and product description box are always stacked vertically.

LANDSCAPE



PORTRAIT

SQUARE



Large Format Labels

For fully boxed items, the photography will need to describe the products to the customer.

The logo should be scaled to ensure it stands out without being oversized.

Use the mid-point of the label area as a guide for the scale and position of the logo and production description box 'lock-up'. Ensure the appropriate clearspace is observed and the 'lock-up' is centred within the appropriate quadrant.

Landscape Label Area

For landscape label areas that are wider than a 3:1 ratio (W:H) the product description box can be extended to accommodate extra product details such as icons or product claims.

The minimum clearspace to the edge of the label area is **Z** (the same as other formats.)

LARGE FORMAT IMAGE

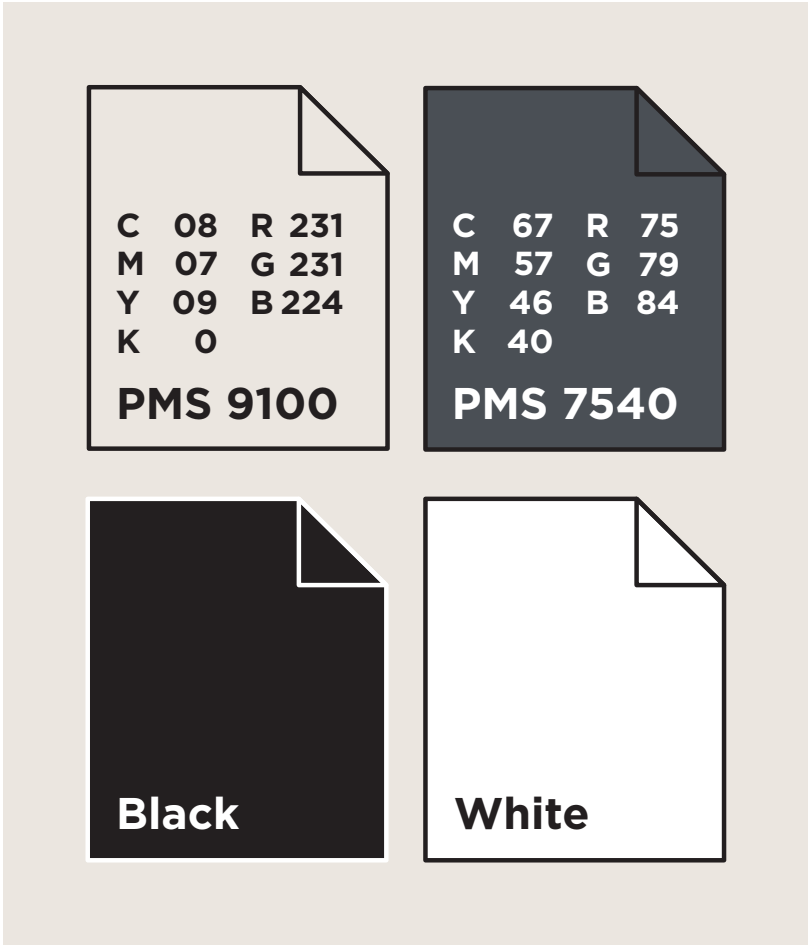
LANDSCAPE LABEL AREA

LARGE FORMAT PORTAIT

Colour

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

Wherever possible PMS 9100 and PMS 7540 should be used.



Fonts

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

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

Gotham 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 titles.

Typography

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

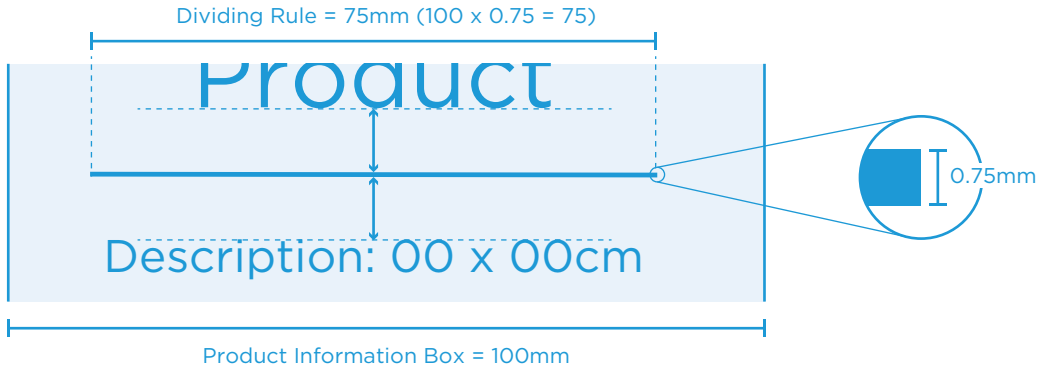
Xpt Gotham Bold / Auto Leading

Xpt Gotham Book / Auto Leading

Dividing Rule is centred between the two text styles

0.5Xpt Gotham Book / Auto Leading

0.5Xpt Gotham Book / Auto Leading
with 0.25pt Space Before Paragraph



Dividing Rule

The rule length is 0.75 the width of the product information box.
The rule height is 0.0075 the height of the information box.
For example, if the product information is 100mm,
the rule dimensions will be 75mm (W) x 0.75mm (H)

The dividing rule is placed in the centre of the 'Titles' and 'Product Details'.

Typography

The following examples show the relationship between 'Titles' and 'Product Details'.

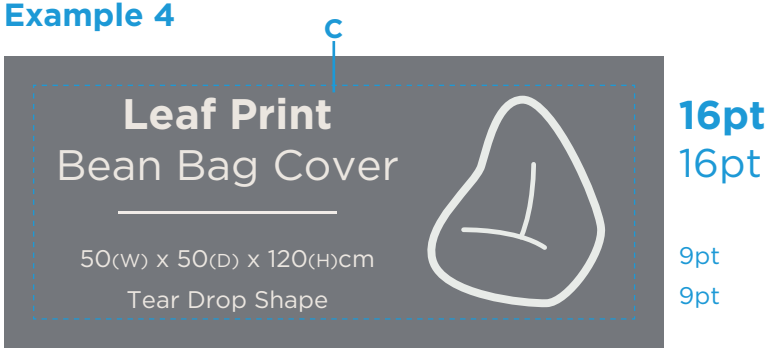
Example 1 Xpt=18pt

Text is centred vertically and horizontally within the product information box. 'Titles' and 'Product Details' must sit with a border that is 10% of the width of the product information box.

Example 2 Xpt=20pt

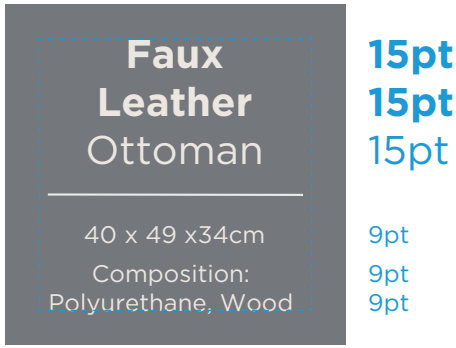
Example 3 Xpt=18pt

Example 4



For landscape labels where the product information box is wider than a square, all the information is centred within the box (e.g. the bean bag illustration and text is grouped and centred).

Example 5 Xpt=15pt



Minimum Size Xpt=12pt

For small labels the general ratio of **Xpt** and **0.5 Xpt** can be adjusted.

The minimum size for headings is **12pt**. The minimum size for product information is **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.

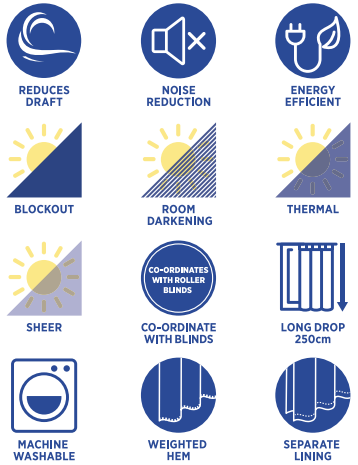
Entry / Good / Better / Best

Fabric Background

Isolated Product Shot

Product Shot - Still Life

Product Shot - Lifestyle



Product Icons

The icons shown above are for style reference only. Icon content for packaging to be advised by department.

Packaging Anatomy

This is the basic anatomy of the Living Space packaging. All pack designs should start with three fundamental elements. They can be configured in a wide range of combinations for a variety of formats.

Logo
Product Description Box
Fabric Background

Logo

Label Area

Minimum Clearspace
X = 10% of the logo holding shape.
The gap between the logo and the 'Product Information Box' is always **X**

Product Infomation Box
Same size as the logo holding shape.
PMS 7540 at 75%
Transparency: Multiply

Label Area Clearspace
Z = 15% of the logo holding shape.
The minimum gap between the logo and the edge of the label area is **Z.**

Product Information Text Area
Text cannot go beyond this border

Titles

Centred Layout
The logo and the 'Product Information Box' should be centred within the label area.

Dividing Rule
Matches the thickness of the rule in the logo

Product Details

Fabric Background
The image is printed using PMS 7540
It can be scaled to fit the label area.

The image must be tiled if the image area is five times the size of the logo or the texture will be less than 200 dpi.

PMS 9100

PMS 7540

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

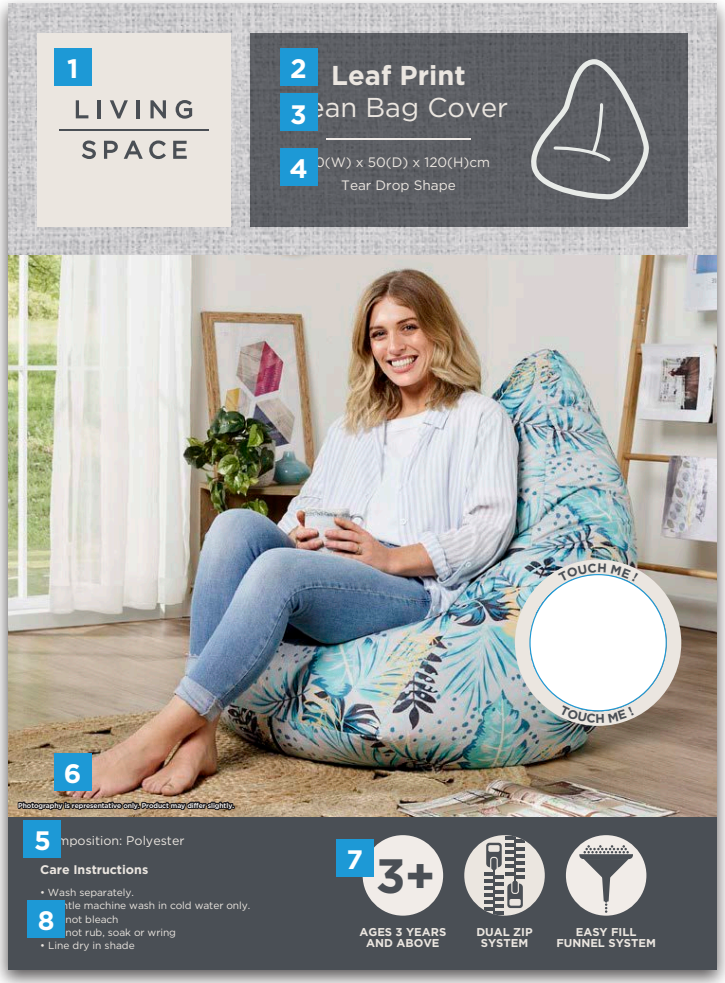
2. Style Name
3. Product Description

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



* In this example the care instructions appear on the front of pack but in most instances it should be on the 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).

210 x 210cm

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: Polyester

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: Children can suffo
bag filling is swallowed or inh
children climb inside this bear
bag is **not a safe** sleeping surf
under 12 months of age.

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

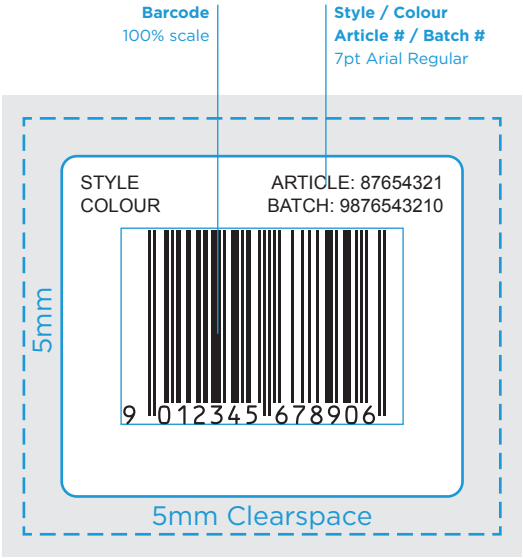
In the majority of applications the barcode is to be applied to the packaging as a self adhesive label.

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.

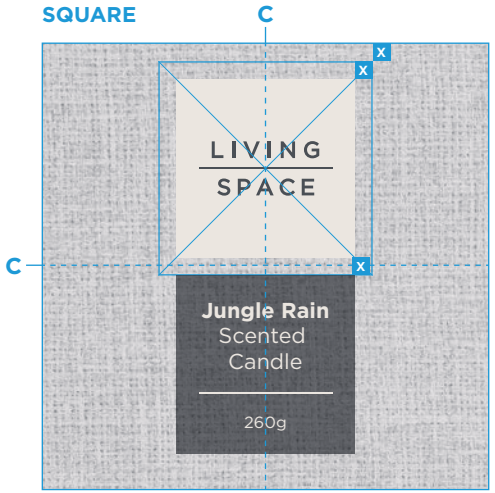


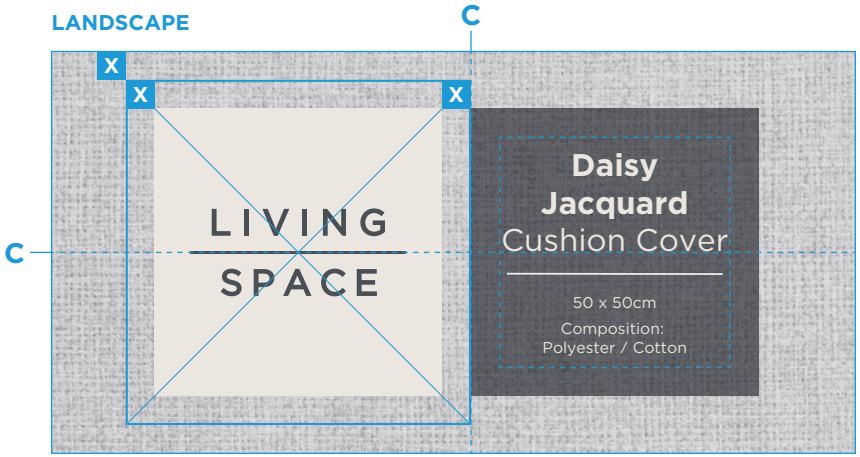
When designing the packaging please ensure enough space is available for the barcode sticker and allow 5mm clearspace around it for movement in its application.

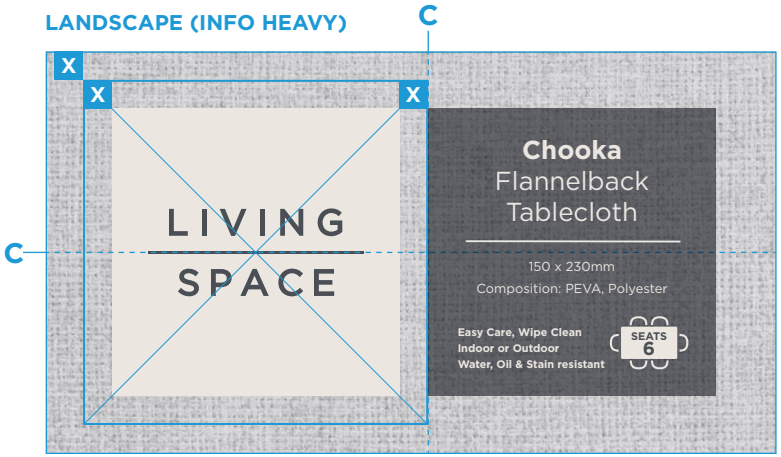
General Design Principles

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

- Logo and Product Information Box centred within label area.
- Minimum clearspace to edge of label shape is **Z**. The minimum clear space to Product Information Box is **X.**
- Logo must appear on fabric background in majority of applications.
- The typeface is Gotham and type is ranged centre 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.







SMALL SWING TAG

General Design Principles

PORTRAIT (WITH IMAGERY)

LARGE FORMAT (PORTRAIT)

LARGE FORMAT (SQUARE)

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.

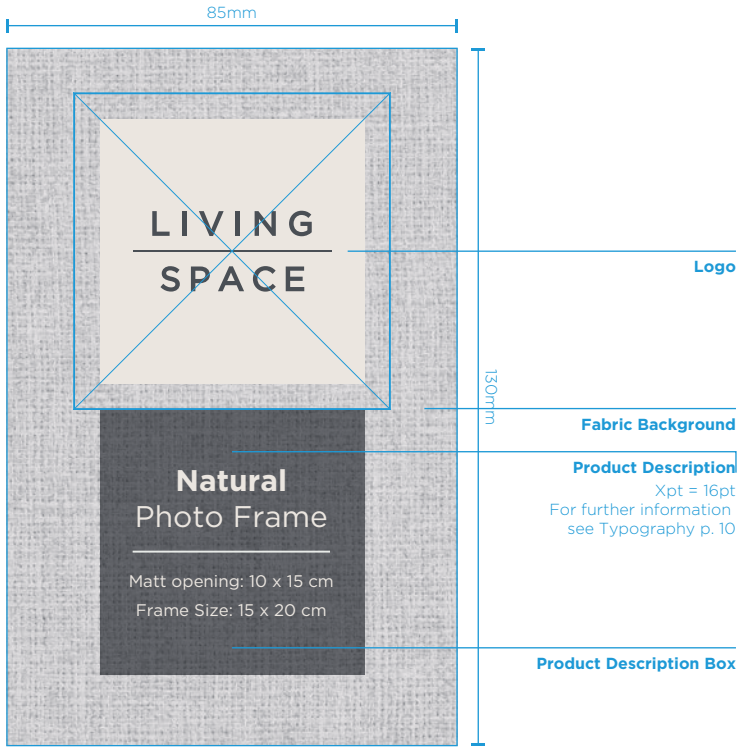
Keep it simple and compare it to exist products and the examples shown here. If the new design is not correct, adjust the design until it is.

If you have any concerns or questions please contact your Living Space buyer for the product category.

Living Space / Decoration / Photo Frame / **Insert**

In Situ and Artwork shown at 70%

Substrate:
Client to advise



Living Space / Decoration / Scented Candle / **Sleeve**

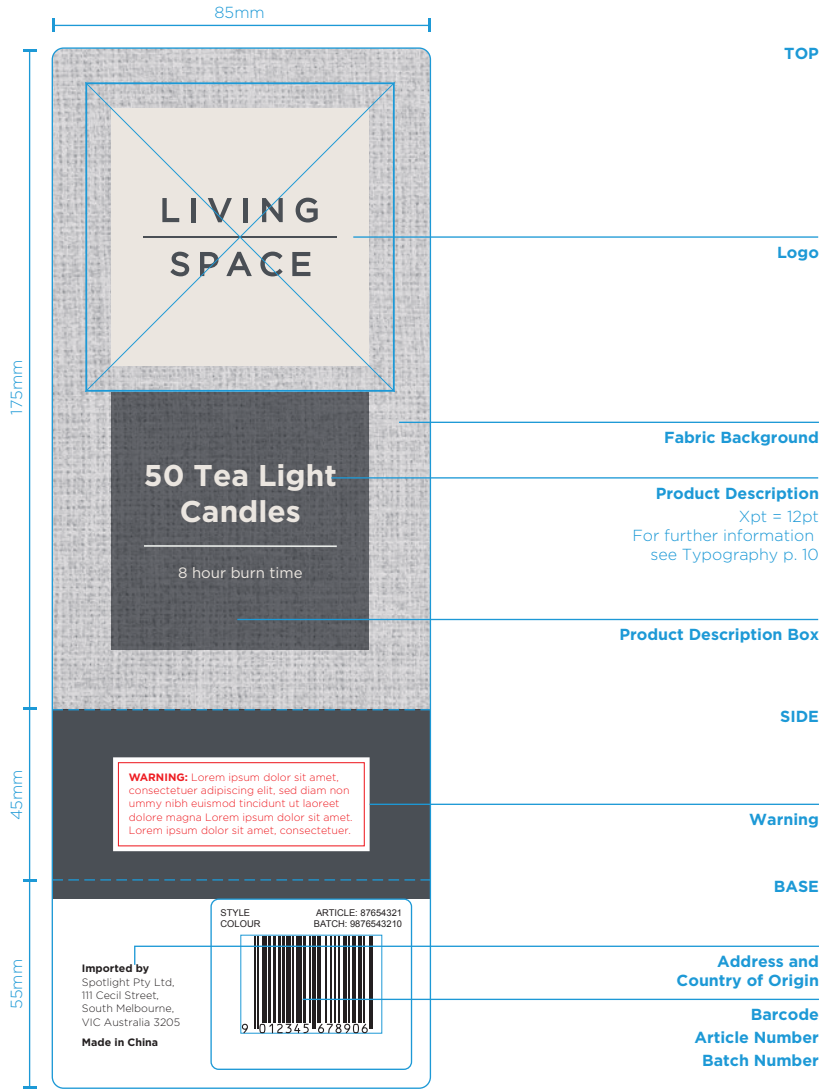
Artwork shown at 40%

Substrate:
Client to advise

Living Space / Decoration / Bulk Tea Candle / **Sticker**

In Situ and Artwork shown at 50%

Substrate:
Client to advise

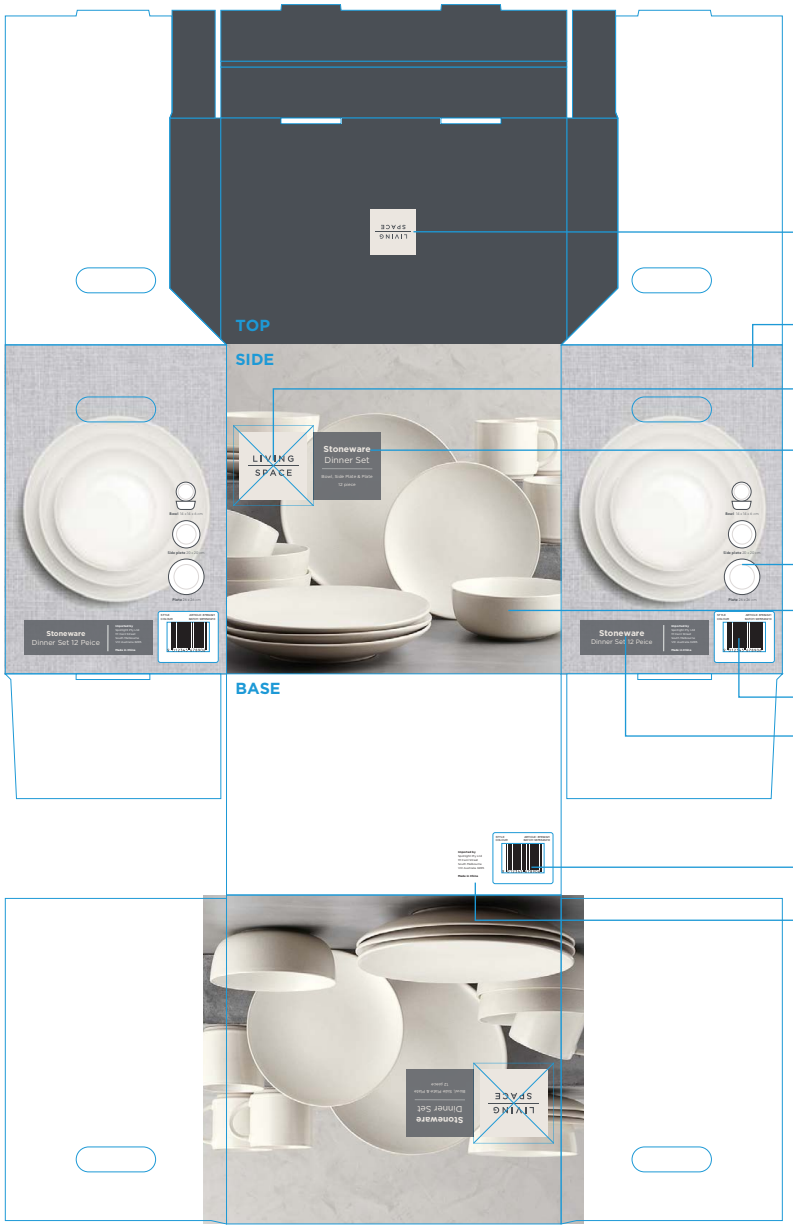


Living Space / Home Décor / Dinnerware / **Box**

Artwork shown at 15%

Substrate:
Client to advise

Additional example of boxed product



Logo
Centred

Fabric Background

Logo

Product Description
Xpt = 22pt
For further information
see Typography p. 10

Product Icons

Imagery
For further information
see Imagery p. 13

Barcode Sticker

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

Barcode Sticker

Address and Country of Origin

Living Space / Furniture / Storage Unit / **Sticker**

Artwork shown at 50%
In Situ shown at 20%

Substrate:
Client to advise

Outer Packaging:
Client to advise

Living Space / Furniture / Bean Bag Cover / **Insert**

In Situ shown at 50%

FRONT

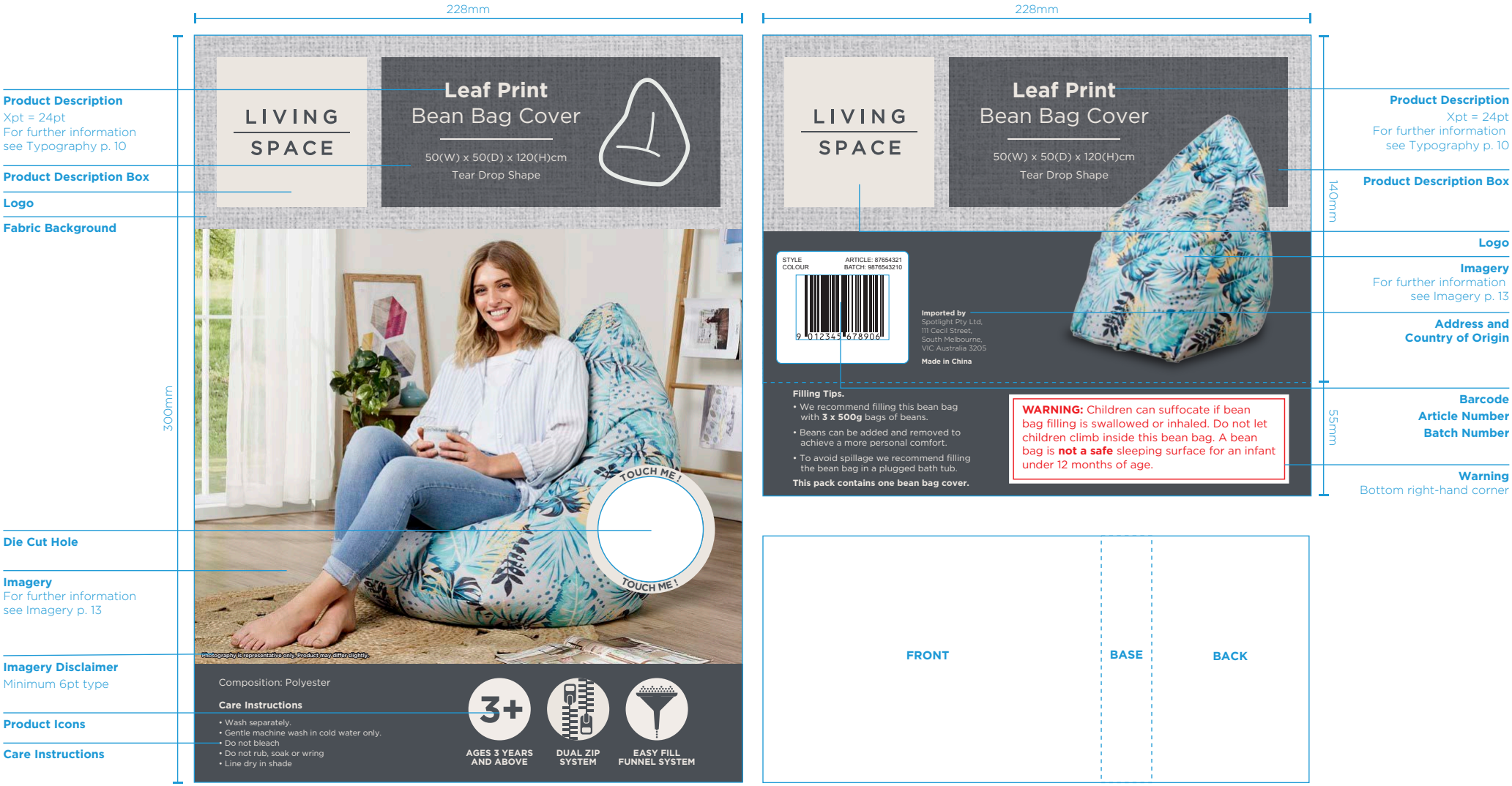
BACK

Living Space / Furniture / Bean Bag Cover / **Insert**

Artwork shown at 45%

Substrate:
Client to advise

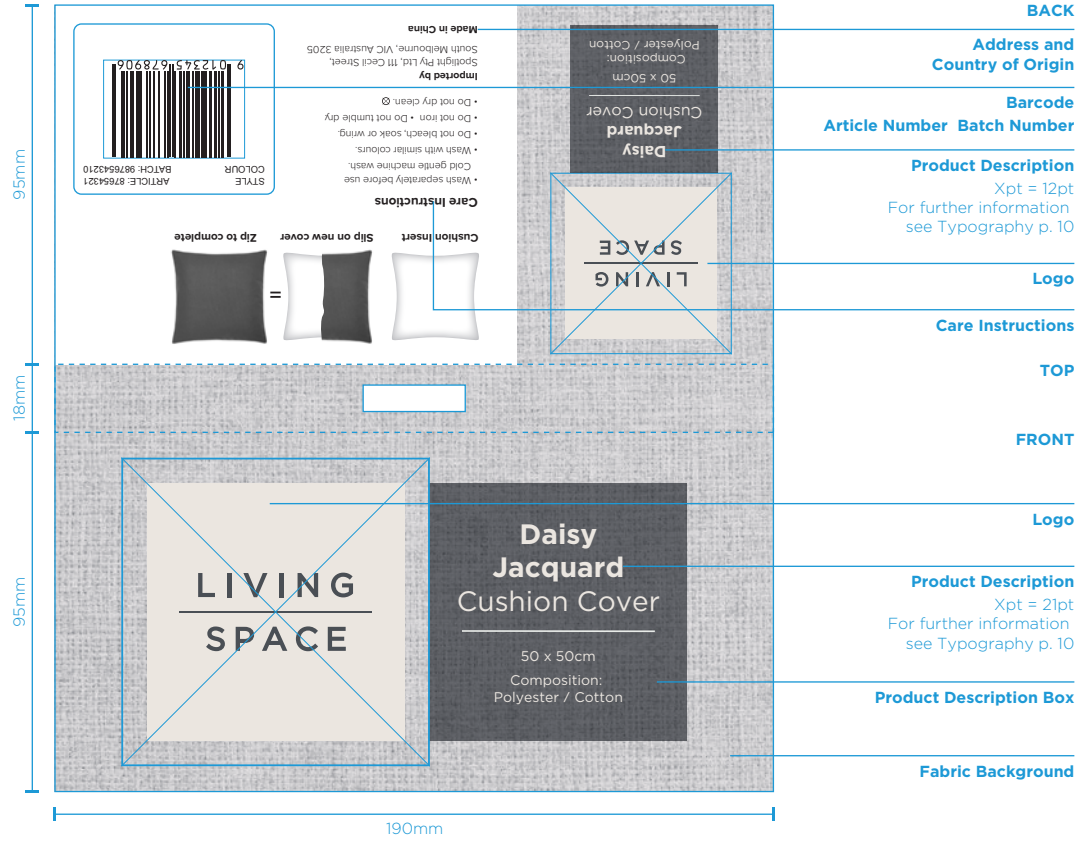
Outer Packaging:
Client to advise



Living Space / Textiles / Cushion Cover / **Hangsell**

Artwork and In Situ shown at 50%

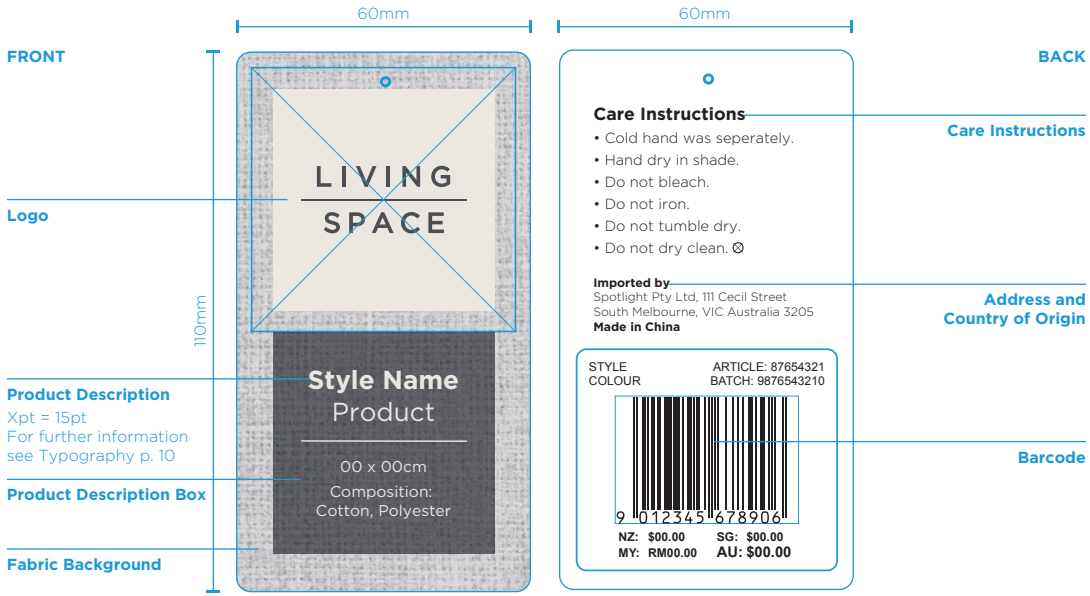
Substrate:
Client to advise



Living Space / Various Items / **Portrait Swing Tag**

Artwork shown at 65%
In Situ shown at 15%

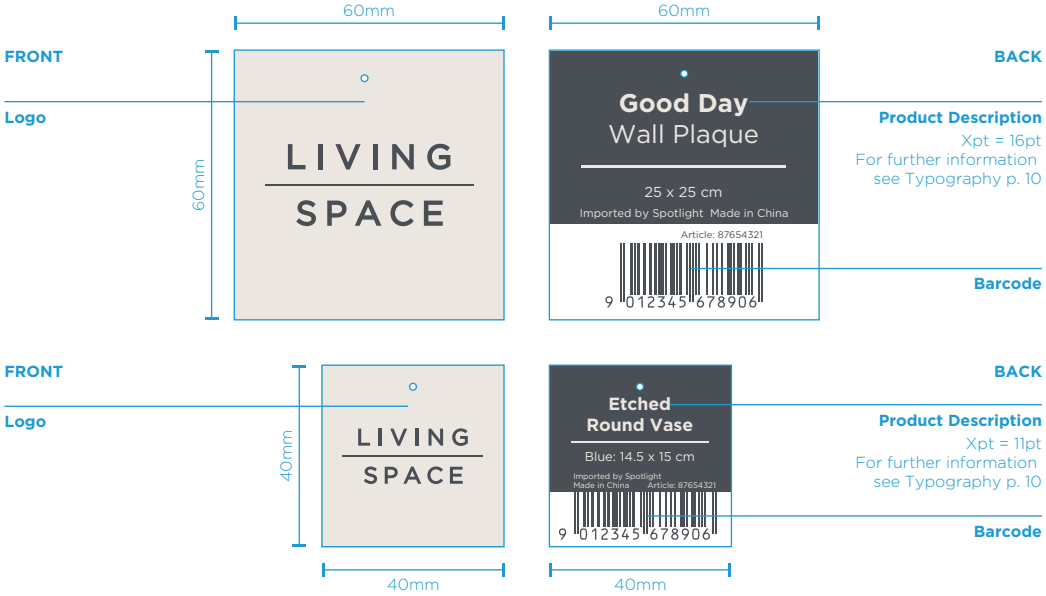
Substrate:
Client to advise



Living Space / Decoration / Vase and Wall Art / **Small Swing Tag**

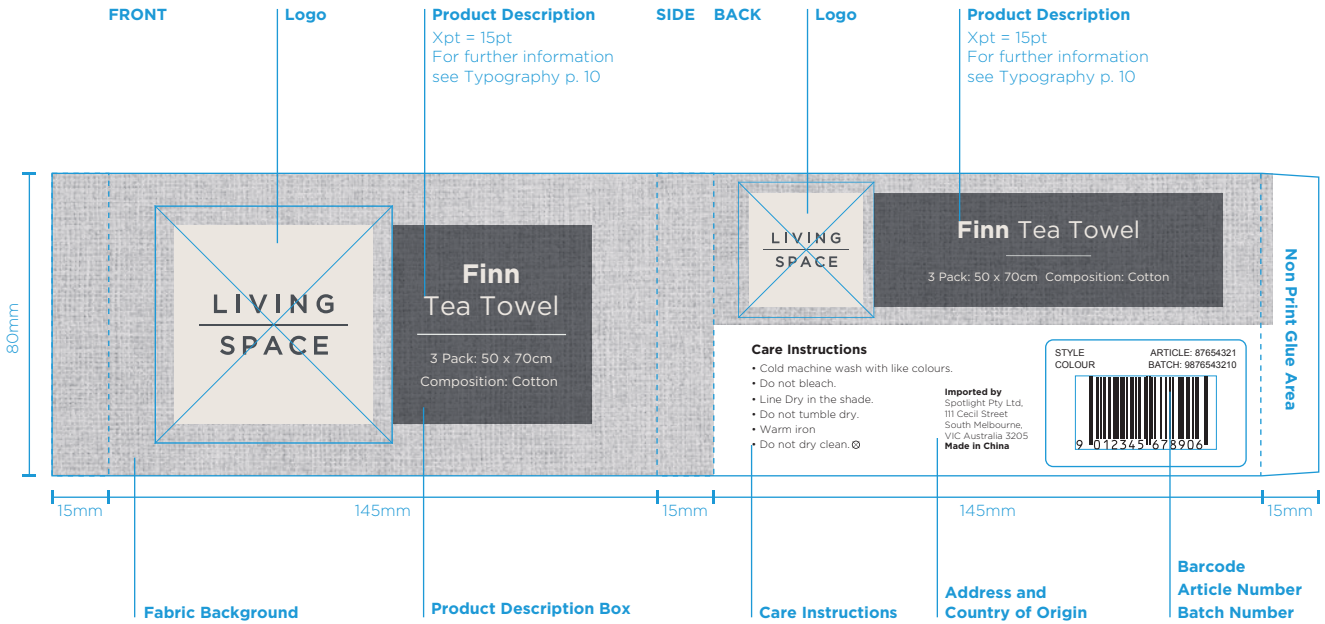
Artwork shown at 60%
In Situ shown at 45%

Substrate:
Client to advise



Living Space / Textiles / Tea Towel / **Band**

Artwork and In Situ shown at 50%

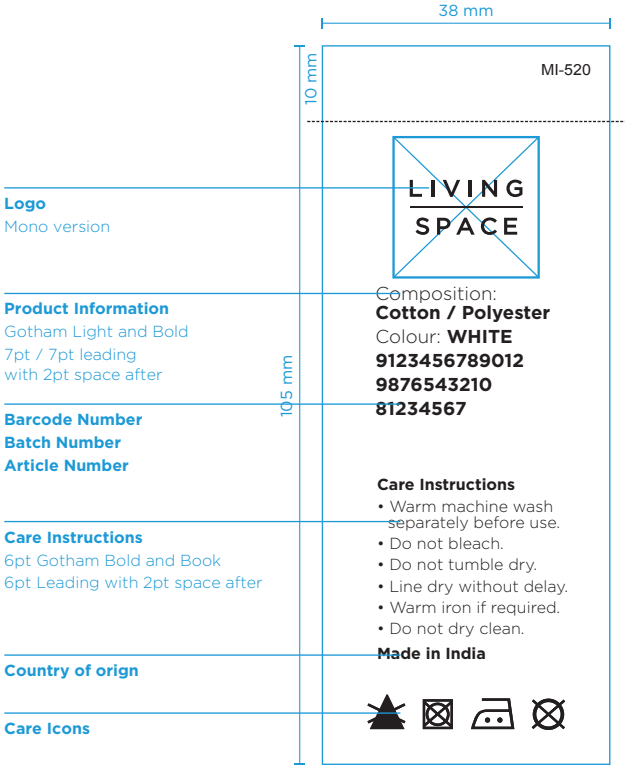


Living Space / Textiles / Sewn in care label / **Label**

Artwork shown at 100%

In Situ shown at 100%

Substrate:
Client to advise



Living Space / Additional Items

Plastic Hangers

Outdoor Chair Pad

Super Soft Throw

Flannelback Table Cloth

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

Living Space Logo_PMS.ai
Living Space Logo_PMS.pdf
Living Space Logo_PMS.eps

Living Space Logo_CMYK.ai
Living Space Logo_CMYK.pdf
Living Space Logo_CMYK.eps

Living Space Logo_Small Use.ai
Living Space Logo_Small Use.pdf
Living Space Logo_Small Use.eps

Living Space Logo_Mono.ai
Living Space Logo_Mono.pdf
Living Space Logo_Mono.eps
Living Space Logo_Mono.png

Living Space Logo.png
Living Space Logo_Small Use.png

Living Space Fabric PMS.psd

Living Space 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 Living Space products.