MODA Vera

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 Moda Vera brand.

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

MODA VERA (Translation True Fashion)

Moda Vera brand offers a range that shows the yarn textures and trends. It is the mainstream fashion of all the house brands.

Mohairs, Lurex, Long Prints, High Twists, Chunky and Feathery yarns all sit in Moda Vera.

TIER	Brand	Categories	Household Type	Brand Values	Brand Personality
BETTER BEST	**MODA VERA**	**Yarn**	**On Trend Contemporary**	• **Mainstream** • **Quality** • **Mass Volume**	• **Fashion** • **General** • **Reliable**

Brand Toolkit

Logo

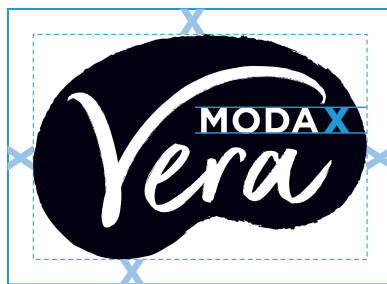## Clearspace

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 height of the word 'MODA'.

Incorrect Usage

Don't compress or stretch

Don't apply 3D effects

Don't skew or distort
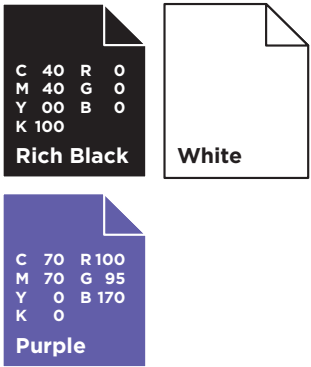

Don't change colours

Don't change the font

Don't apply over a busy image

Brand Toolkit

Colour

C	40	R	0
M	40	G	0
Y	00	B	0
K	100		
Rich Black			

White

C	70	R	100
M	70	G	95
Y	0	B	170
K	0		
Purple			

Moda Vera colour palette is very simple; black and white with a small accent of purple.

The Moda Vera logo uses a Rich Black for extra impact.

Typography

ABC

FUTURA PT BOLD
abcdefghijklmnopqrstuvwxyz

FUTURA PT DEMI
abcdefghijklmnopqrstuvwxyz

Futura PT Book
abcdefghijklmnopqrstuvwxyz

Futura PT CONDENSED BOOK
abcdefghijklmnopqrstuvwxyz
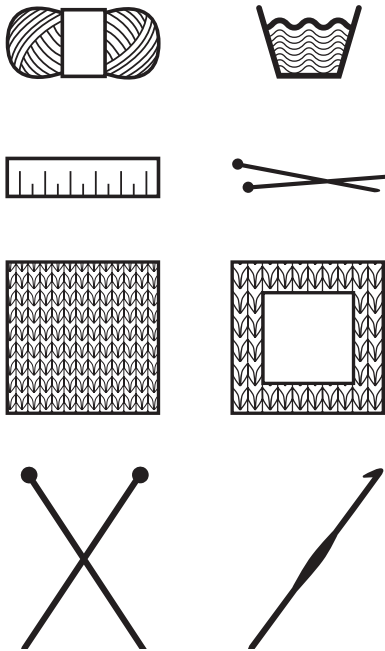
Icons

Icons are simple and graphic.

Biologico
Certificato da ICEA [GOTS 2015-009]

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

Background Image

The Moda Vera background image is a seamless texture that can be tiled together to create any size image.

It is printed in CMYK (4 colour process.)

Moda Vera / Packaging Examples

Standard Label (Vertical)

Standard Label (Horizontal)

Donut Ball Label

Header Card

Moda Vera / Yarn / **Standard Label (Vertical)**

with Fibre Certification

Moda Vera / Yarn / **Standard Label (Vertical)**

Artwork shown at 70%

Substrate:
Coated Paperstock

with Fibre Certification

50mm

20mm Overlap

GLUE AREA

Background Texture

Made for Spotlight Website Address
• 9pt/11pt Futura PT Book
• Sentence Case
• Centered

Made for Spotlight Pty Ltd
www.spotlightstores.com

Side A (1/3)

Colour Name   Dye Lot 02

Colour Name Dye Lot Number
• 7pt Gotham Narrow

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

Logo

230mm

MODA Vera

Front Face (1/3)

FAUX MO

Product Name
• 18pt Futura Pt Book

78% POLYESTER, 22% ACRYLIC

Composition
• 12pt Futura PT Condensed Book
• All Caps
• Centered

30 g

Grams per Ball
• 14pt Futura Pt Book

CARE INSTRUCTIONS
COOL HAND WASH.
DO NOT BLEACH.
DO NOT TUMBLE DRY.
DRY FLAT IN SHADE.
LOW IRON.
DRY CLEANABLE.

Care Instructions Meters per Ball Needle Size Tension
• 7pt/9pt Futura PT Demi and Book
• All Caps
• Centered

METERS PER BALL
100M

NEEDLE SIZE
4MM

KNITTING TENSION
23 STITCHES X 30 ROWS
(10CM X 10CM SQ)

Side B (1/3)

MADE IN CHINA

Country of Origin
• 7pt Futura PT Demi

50mm

20mm Overlap

GLUE AREA

Background Texture

Made for Spotlight Website Address
• 9pt/11pt Futura PT Book
• Sentence Case
• Centered

Made for Spotlight Pty Ltd
www.spotlightstores.com

Side A (1/3)

Colour Name   Dye Lot 02

Colour Name Dye Lot Number
• 7pt Gotham Narrow

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

Logo

230mm

MODA Vera

Front Face (1/3)

FAUX MO

Product Name
• 18pt Futura Pt Book

78% POLYESTER, 22% ACRYLIC

Composition
• 12pt Futura PT Condensed Book
• All Caps
• Centered

30 g

Grams per Ball
• 14pt Futura Pt Book

Biologico
Certificato da ICEA [GOTS 2015-009]

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

CARE INSTRUCTIONS
COOL HAND WASH.
DO NOT BLEACH.
DO NOT TUMBLE DRY.
DRY FLAT IN SHADE.
LOW IRON.
DRY CLEANABLE.

Care Instructions Meters per Ball Needle Size Tension
• 7pt/9pt Futura PT Demi and Book
• All Caps
• Centered

METERS PER BALL
100M

NEEDLE SIZE
4MM

KNITTING TENSION
23 STITCHES X 30 ROWS
(10CM X 10CM SQ)

Side B (1/3)

MADE IN CHINA

Country of Origin
• 7pt Futura PT Demi

Moda Vera / Yarn / **Standard Label (Horizontal)**

with Fibre Certification

Moda Vera / Yarn / **Standard Label (Horizontal)**

Artwork shown at 65%

Substrate:
Coated Paperstock

Background Texture

Logo

Colour Name
Dye Lot Number
• 7pt Gotham Narrow

Country of Origin
• 9pt Futura PT Demi

400mm

60mm

GLUE AREA

MODA Vera

30 g   YARN STYLE NAME

78% POLYESTER, 22% ACRYLIC

CARE INSTRUCTIONS
COOL HAND WASH.
DO NOT BLEACH.
DO NOT TUMBLE DRY.
DRY FLAT IN SHADE.
LOW IRON.
DRY CLEANABLE.

METERS PER BALL
100M

NEEDLE SIZE
4MM

KNITTING TENSION
23 STITCHES X 30 ROWS
(10CM X 10CM SQ)

MODA Vera

30 g   YARN STYLE NAME

78% POLYESTER, 22% ACRYLIC

MADE IN CHINA

Made for Spotlight Pty Ltd
www.spotlightstores.com

Colour Name   Dye Lot: 02

9 123456 789129

20mm
Overlap

Back Face (1/4)

Side A (1/4)

Front Face (1/4)

Side B (1/4)

Grams per Ball
• 14pt Futura Pt Book

Grams per Ball
• 12pt Futura PT Condensed Book
• All Caps
• Centered

Product Name
• 18pt Futura Pt Book
• All Caps
• Centered

Product Information Title and Directions
• 7pt/9pt Futura PT Demi and Book
• All Caps
• Left Aligned

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

Made for Spotlight Website Address
• 9pt/11pt Futura PT Book
• Sentence Case
• Centered

Moda Vera / Yarn / **Standard Label (Horizontal)**

Artwork shown at 65%

Substrate:
Coated Paperstock

with Fibre Certification

Background Texture

Logo

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

**Colour Name
Dye Lot Number**
• 7pt Gotham Narrow

Country of Origin
• 9pt Futura PT Demi

400mm

60mm

GLUE AREA

MODA Vera

30 g YARN STYLE NAME

CARE INSTRUCTIONS
COOL HAND WASH.
DO NOT BLEACH.
DO NOT TUMBLE DRY.
DRY FLAT IN SHADE.
LOW IRON.
DRY CLEANABLE.

METERS PER BALL
100M

NEEDLE SIZE
4MM

KNITTING TENSION
23 STITCHES X 30 ROWS
(10CM X 10CM SQ)

MODA Vera

30 g YARN STYLE NAME

MADE IN CHINA

Made for Spotlight Pty Ltd
www.spotlightstores.com

Colour Name   Dye Lot: 02

9 123456 789129

78% POLYESTER, 22% ACRYLIC

78% POLYESTER, 22% ACRYLIC

20mm Overlap

Back Face (1/4)

Side A (1/4)

Front Face (1/4)

Side B (1/4)

Grams per Ball
• 14pt Futura Pt Book

Grams per Ball
• 12pt Futura PT Condensed Book
• All Caps
• Centered

Product Name
• 18pt Futura Pt Book
• All Caps
• Centered

Product Information Title and Directions
• 7pt/9pt Futura PT Demi and Book
• All Caps
• Left Aligned

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

Made for Spotlight Website Address
• 9pt/11pt Futura PT Book
• Sentence Case
• Centered

Moda Vera/ Yarn / Donut Ball Label

with Fibre Certification

Moda Vera / Yarn / **Donut Ball Label**

Artwork shown at 70%

Substrate:
Coated Paperstock

63mm

**Made for Spotlight
Website Address**
• 9pt/11pt Futura PT Book
• Sentence Case
• Centered

Care Instructions Title
• 7pt/8pt Futura PT Demi
• All Caps
• Centered

**Colour Name
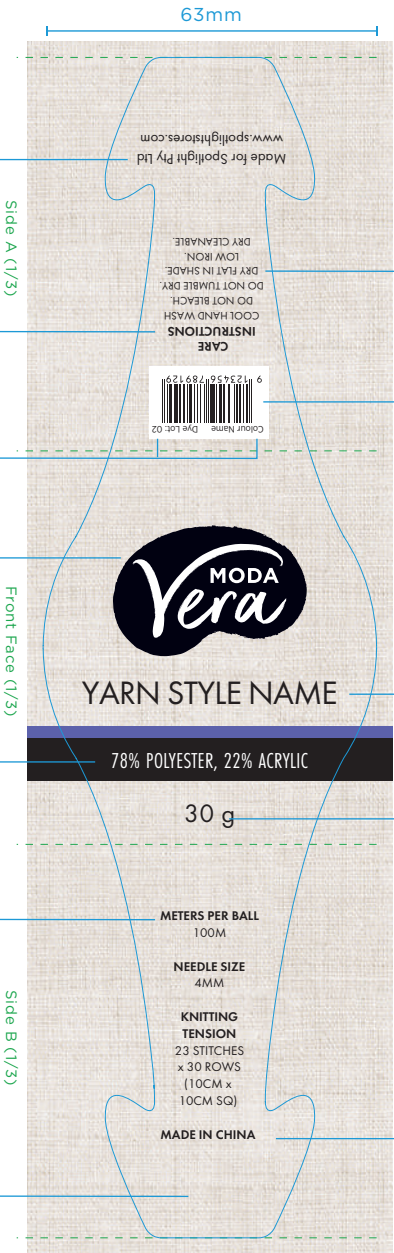Dye Lot Number**
• 7pt Gotham Narrow

Logo

Side A (1/3)

Front Face (1/3)

Made for Spotlight Pty Ltd
www.spotlightstores.com

DRY CLEANABLE.
LOW IRON.
DRY FLAT IN SHADE.
DO NOT TUMBLE DRY.
DO NOT BLEACH.
COOL HAND WASH
CARE INSTRUCTIONS

Colour Name Dye Lot 02

YARN STYLE NAME

78% POLYESTER, 22% ACRYLIC

30 g

METERS PER BALL
100M

NEEDLE SIZE
4MM

KNITTING
TENSION
23 STITCHES
x 30 ROWS
(10CM x
10CM SQ)

MADE IN CHINA

223mm

Care Instructions
• 6pt/8pt Futura PT Book
• All Caps
• Centered

Barcode
All products require an
EAN-13 barcode and must
meet GS1 specifications.
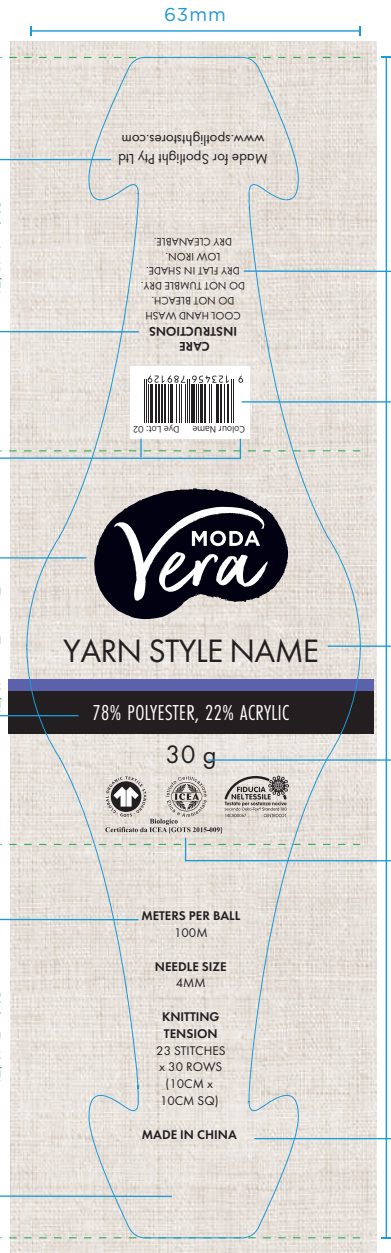
Product Name
• 18pt Futura Pt Book

Grams per Ball
• 14pt Futura Pt Book

Composition
• 12pt Futura PT
  Condensed Book
• All Caps
• Centered

**Meters per Ball
Needle Size
Tension**
• 7pt/9pt Futura PT
  Demi and Book
• All Caps
• Centered

Background Texture

Side B (1/3)

Country of Origin
• 7pt Futura PT Demi

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with Fibre Certification

63mm

**Made for Spotlight
Website Address**
• 9pt/11pt Futura PT Book
• Sentence Case
• Centered

Care Instructions Title
• 7pt/8pt Futura PT Demi
• All Caps
• Centered

**Colour Name
Dye Lot Number**
• 7pt Gotham Narrow

Logo

Side A (1/3)

Front Face (1/3)

Made for Spotlight Pty Ltd
www.spotlightstores.com

DRY CLEANABLE.
LOW IRON.
DRY FLAT IN SHADE.
DO NOT TUMBLE DRY.
DO NOT BLEACH.
COOL HAND WASH
CARE INSTRUCTIONS

Colour Name Dye Lot 02

YARN STYLE NAME

78% POLYESTER, 22% ACRYLIC

30 g

Biologico
Certificato da ICEA (GOTS 2015-009)

METERS PER BALL
100M

NEEDLE SIZE
4MM

KNITTING
TENSION
23 STITCHES
x 30 ROWS
(10CM x
10CM SQ)

MADE IN CHINA

223mm

Care Instructions
• 6pt/8pt Futura PT Book
• All Caps
• Centered

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

Product Name
• 18pt Futura Pt Book

Grams per Ball
• 14pt Futura Pt Book

Composition
• 12pt Futura PT
  Condensed Book
• All Caps
• Centered

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

**Meters per Ball
Needle Size
Tension**
• 7pt/9pt Futura PT
  Demi and Book
• All Caps
• Centered

Background Texture

Side B (1/3)

Country of Origin
• 7pt Futura PT Demi

Moda Vera / Yarn / **Header Card**

Artwork shown at 80%

Substrate:
Cardstock

Background Texture

150mm

60mm

60mm

120mm

Fold/Crease

COMPOSITION
78% POLYESTER, 22% ACRYLIC

CARE INSTRUCTIONS
COOL HAND WASH. DO NOT BLEACH.
DO NOT TUMBLE DRY. DRY FLAT IN SHADE.
LOW IRON.DRY CLEANABLE.

METERS PER BALL 100M

NEEDLE SIZE 4MM

KNITTING TENSION
23 STITCHES X 30 ROWS
(10CM X 10CM SQ)

YARN STYLE NAME

78% POLYESTER, 22% ACRYLIC   MADE IN CHINA

Logo

Composition
• 12pt Futura PT
  Cond Book

Product Name
• 18pt Futura PT Book

Product Information
• 7pt/9pt Futura PT
  Demi and Book
• All Caps
• Centered
• Left Aligned

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

Moda Vera Logo.ai

Moda Vera Logo.pdf

Moda Vera Logo.eps

Moda Vera Logo.png

Packaging Files

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

Moda Vera Std Label (Vertical).ai

Moda Vera Std Label (Horizontal).ai

Moda Vera Co Donut Label.ai

Moda Vera 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 Moda Vera products.