



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 Mode Home 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)	13
Packaging Anatomy	14
Mandatory Information	15
General Design Principles	17
Packaging Examples	19
Digital Index	42
Approvals	43

Brand Positioning

MODE HOME is our EDB (Everyday Bargain). It will NEVER BE ON SALE because we promise that the prices on these items are as low as they can go!

Brand Values

IRRESISTIBLE BARGAIN

IRRESISTIBLE VALUE

ESSENTIAL BASIC

UTILITY

Tier

BEST

BETTER

GOOD

ENTRY

Categories

MANCHESTER

HOME DECOR

FURNISHING

Household Type

TRADITIONAL

CLASSIC

CONTEMPORARY

ON TREND

BEACH HOUSE

ESSENTIALS

Brand Personality

FORM AND FUNCTION

RELIABLE

SIMPLE RELEVANCE

PRACTICAL

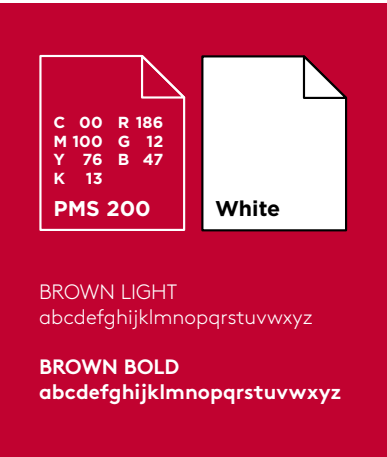
Brand Toolkit

Logo: Usage / Sizing / Placement pg 6

Colour and Fonts pg 9

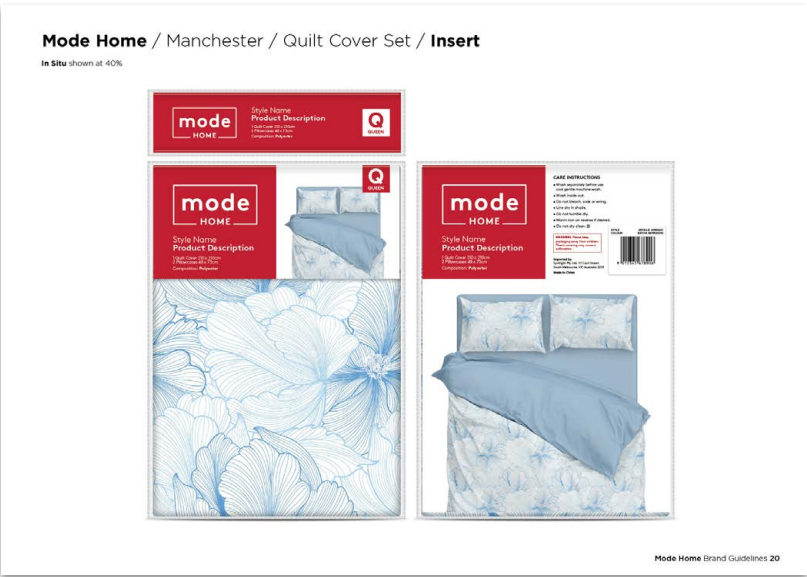
Typography pg 10

Imagery pg 13



Pack Anatomy pg 14

Packaging Examples pg 20-40



Logo



The Mode Home logo is simple and bold. A clean, modern logotype that is utilitarian yet friendly. The box that encapsulates the logotype is symbolic of the wide product range.

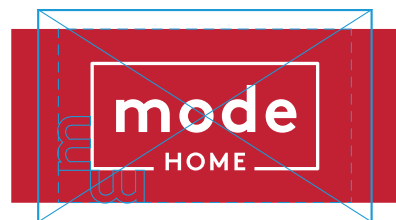
Mode Home is the entry level brand for all categories in home interiors at Spotlight. The colour palette talks to value and has strong shelf presence.

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).

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 'm' of the Mode 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.

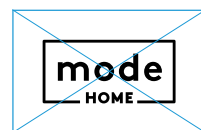
This version is NOT for general usage.

Minimum size 10mm x 7.5mm

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



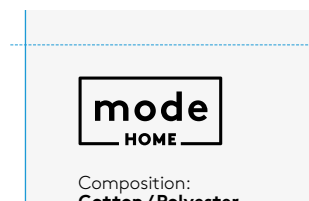
MODE Home Towels
Bath Towel \$12ea
Face Washer \$6ea
Hand Towel \$7.50ea
Bath Mat \$12.50ea



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 alter the colourways.



Don't place over an image/pattern.
Don't add drop shadows.

Don't skew or distort the logo.



Logo Size and Placement

Logo Size

The logo should be scaled to the width of the red label area.

If the label area is 'extreme' landscape or 'extreme' portrait, using the standard clearspace will mean the logo will appear too small in comparison to the overall pack and so the 'Reduced Clearspace' version can be used.

This version can also be used if the standard clearspace will not leave enough space under the logo for product information. For example, on the quilt cover packaging.

Logo Placement

For applications where the logo is on its own within the red label area the logo is centred in the vertical space.

For applications where the product information is to be placed below the logo, the bottom of the clearspace is aligned to the centre of the red box or as close to the centre as possible whilst observing the clearspace or 'extreme' clearspace rules.

In certain situations there is a large amount of product information to be placed below the logo. For example, on the curtains and blinds packaging.

In these instances the logo aligns to the top of the red box.



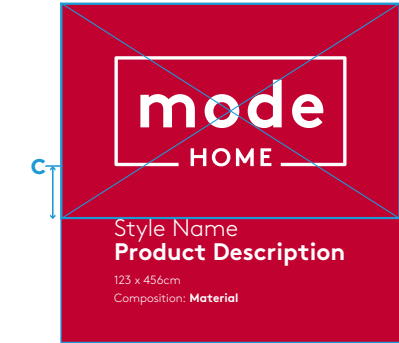
LANDSCAPE (NO IMAGERY)
The logo is scaled to the width of the red box.
The logo is centred within the vertical space.



LANDSCAPE (WITH IMAGERY)
The logo is scaled to the width of the red box.
The base of the logo is aligned as close to the centre of the red box, whilst observing the clearspace.
The product information is aligned to the 'reduced' clearspace, to allow sufficient space for the product information to fit below the logo.



PORTRAIT (NO IMAGERY)
The logo is scaled to the width of the red box. The base of the logo is aligned to the centre of the red box.



SQUARE (NO IMAGERY)
The logo is scaled to the width of the red box. The base of the logo is aligned as close to centre of the red box as possible, whilst observing the clearspace. Sufficient space is left below the logo for the product information.



'EXTREME' PORTRAIT
The logo is scaled to the width of the red box using the 'reduced' clearspace. The logo is aligned to the top of the red box to allow room for the product information.

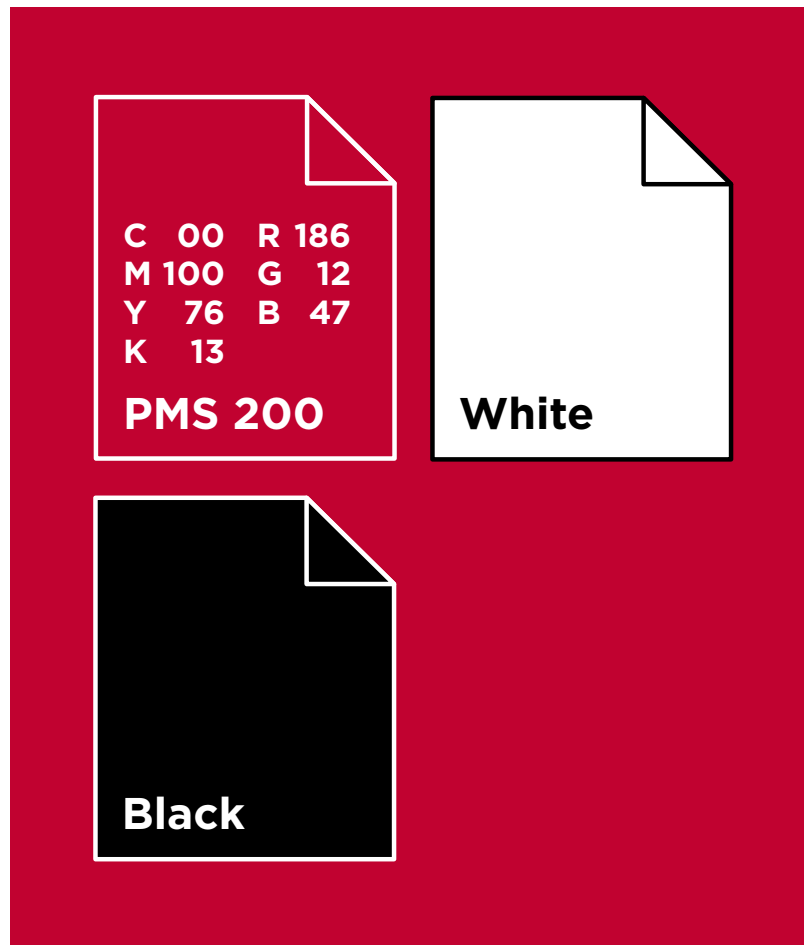


'EXTREME' LANDSCAPE
The logo is scaled to the height of the red box using the 'reduced' clearspace. The logo is aligned to the left of the red box to allow room for the product information.

Colour

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

Wherever possible PMS 200 should be used.



Fonts

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

Brown BOLD

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

Brown 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.

Use the size as the word HOME in the logo as an approximate guide to the size of Xpt.



'Product Information' aligns to the left-hand side of the logo or from the top, depending on the layout.

Typography

Follow the ratios outlined below for all on-pack information



Xpt Brown Light / Xpt Leading
Xpt Brown Bold / Xpt Leading

0.5Xpt Brown Light / 0.5Xpt Leading
0.5Xpt Brown Light / 0.5Xpt Leading

0.5Xpt Brown Light **0.5Xpt Brown Bold** / 0.5Xpt Leading
with 0.25Xpt Space Before Paragraph

Typography Examples

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

SECONDARY TITLE

If a secondary layer of heading
is required it would be **0.75Xpt** /
0.75Xpt Leading.

Example 4 Xpt=24pt

180 48pt
Thread Count 24pt
Sheet Set 24pt

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

Composition: **Polyester** 12pt

To add emphasis to the thread count
it is scaled to **2Xpt** on **2Xpt** leading

Minimum Size

Style Name 12pt
Product Description 12pt

00 x 00cm 9pt

Composition: **Material** 9pt

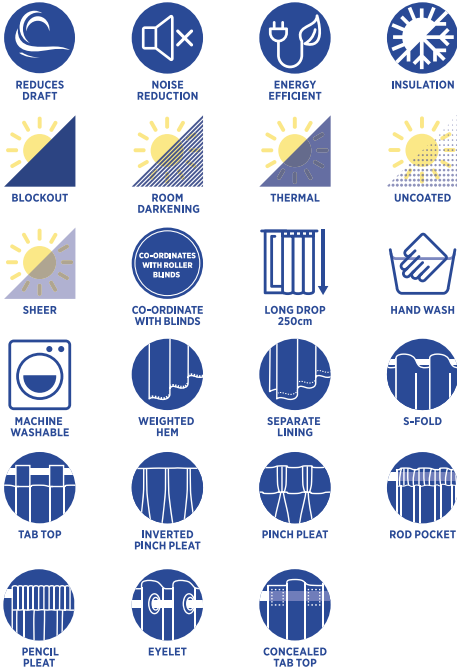
For small labels the general ratio
of **Xpt** and **0.5 Xpt** can be adjusted.

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



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

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).

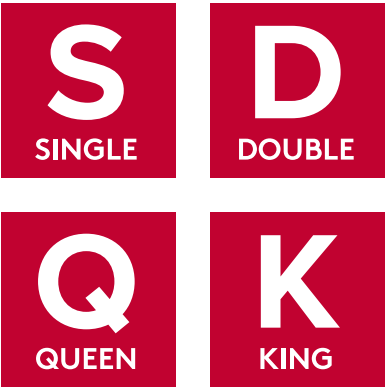
1 Quilt Cover 210 x 210cm
2 Pillowcases 48 x 73cm

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 'Address' and 'Country of Origin'.

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:
PMS 200

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.

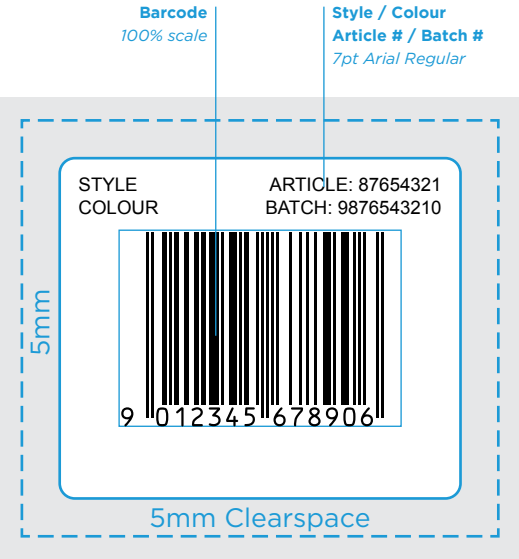
It also allows for **batch numbers/**

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 Mode Home range.

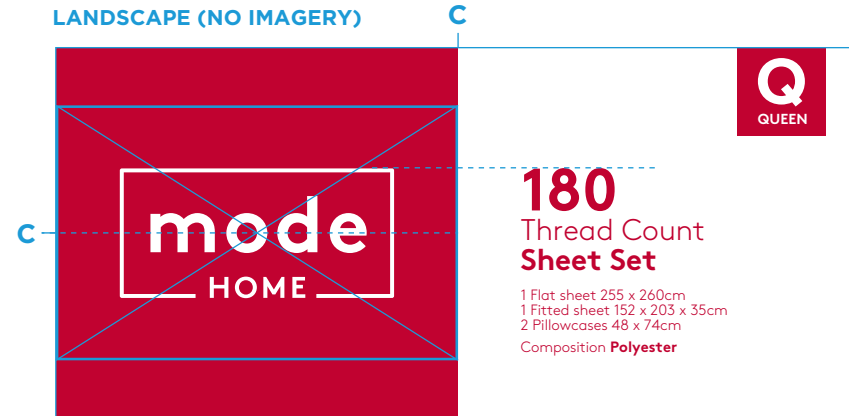
- The logo is scaled to the width of the label space and aligns to the centre of the label.
- Imagery occupies 50% of the label space (when required)
- If imagery is not required and the total label space is large, the label space should be 50% white and the product details should be in red.
- If the label space is small then the whole label should be red and the product details are shown in white type.
- The type is ranged left and aligns to the logo.
- The product information follows the sizing ratios set 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. Imagery should be isolated.

LANDSCAPE (NO IMAGERY)



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

LANDSCAPE (NO IMAGERY)



'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

Additional examples.

PORTRAIT (WITH IMAGERY)



'EXTREME' PORTRAIT



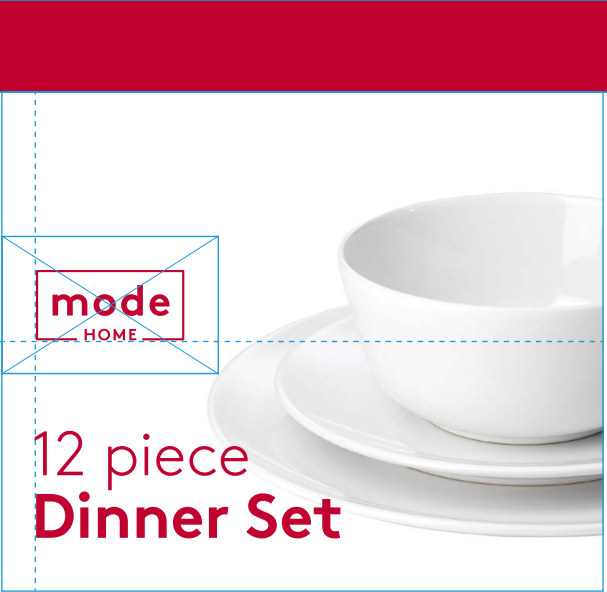
SQUARE (NO IMAGERY)



PORTRAIT (NO IMAGERY)



LARGE FORMAT (WITH IMAGERY)



For large format boxed items an overall application of red would be too much. The same general design principles apply but in these instances the colour scheme should be reversed and a white background used. Consideration should be given to the size of the package with an appropriate size logo used. It should be large enough to stand out, but not so big that it looks oversized. For stand-alone objects such as dinnerware or glassware the photography should be isolated on a white background

Reference the Product Imagery page for further guidance on product imagery for Mode Home.

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 Mode Home buyer for the product category.

Mode Home / Manchester / Quilt Cover Set / Insert

In Situ shown at 40%

mode

HOME

Style Name

Product Description

1 Quilt Cover 210 x 210cm
2 Pillowcases 48 x 73cm
Composition: Polyester

Q

QUEEN

mode

HOME

Style Name

Product Description

1 Quilt Cover 210 x 210cm
2 Pillowcases 48 x 73cm
Composition: Polyester

Q

QUEEN

mode

HOME

Style Name

Product Description

1 Quilt Cover 210 x 210cm
2 Pillowcases 48 x 73cm
Composition: Polyester

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.

WARNING: Please keep packaging away from children. Plastic covering may cause a suffocation.

Imported by

Spotlight Pty Ltd, 111 Cecil Street,
South Melbourne, VIC Australia 3205

Made in China

STYLE COLOUR

ARTICLE: 87654321
BATCH: 9876543210

9 012345 678906

Mode Home / Manchester / Quilt Cover Set / Insert

Artwork shown at 40%

Substrate:
Cardboard 298GSM

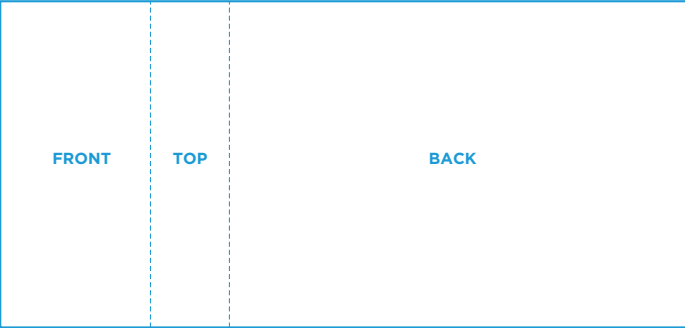
Outer Packaging:
PVC bag 0.21mm

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

Size Icon
25 x 25mm

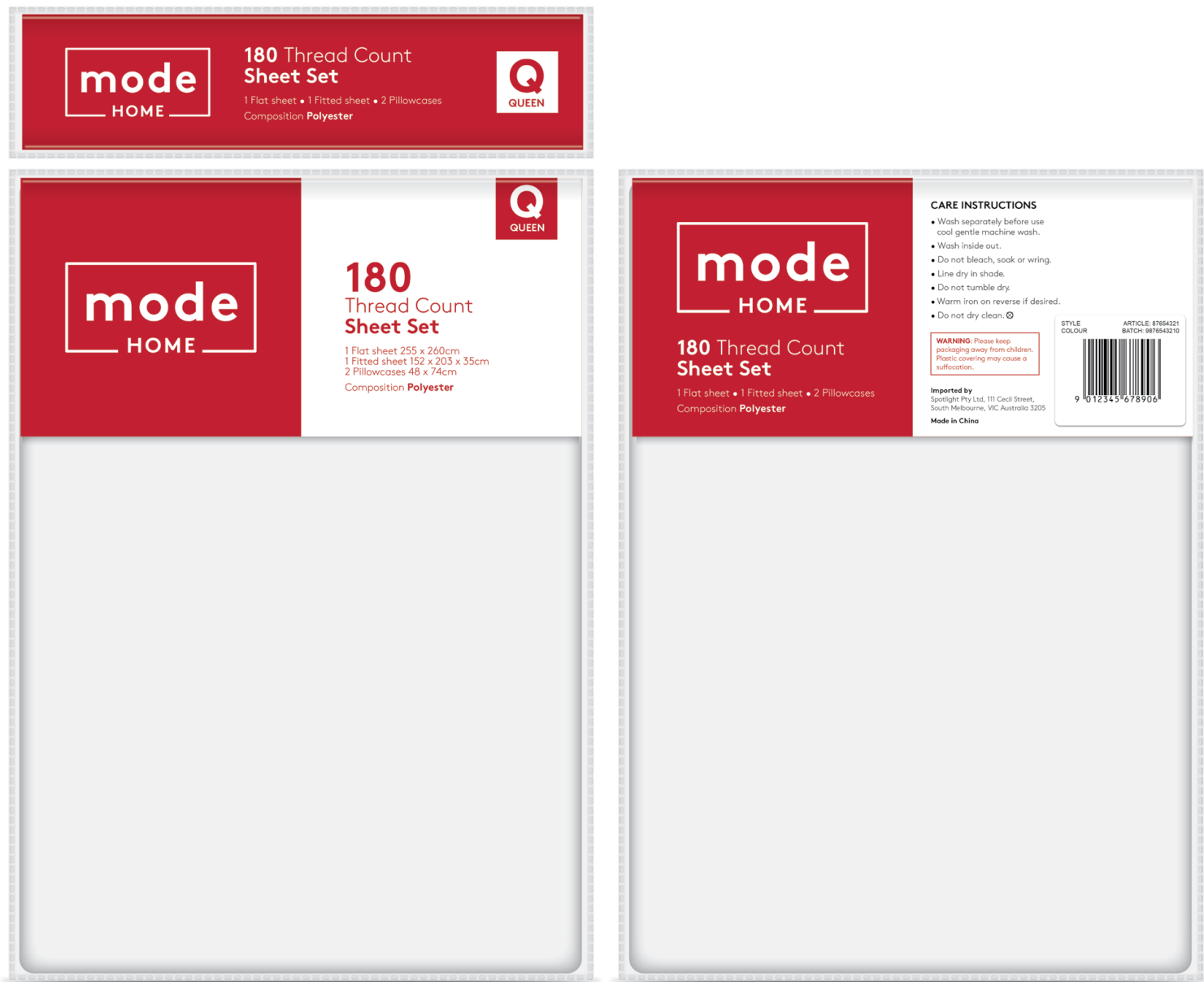
FRONT / TOP

BACK



Mode Home / Manchester / Sheet Set / Insert

In Situ shown at 40%



PVC bag 0.21mm

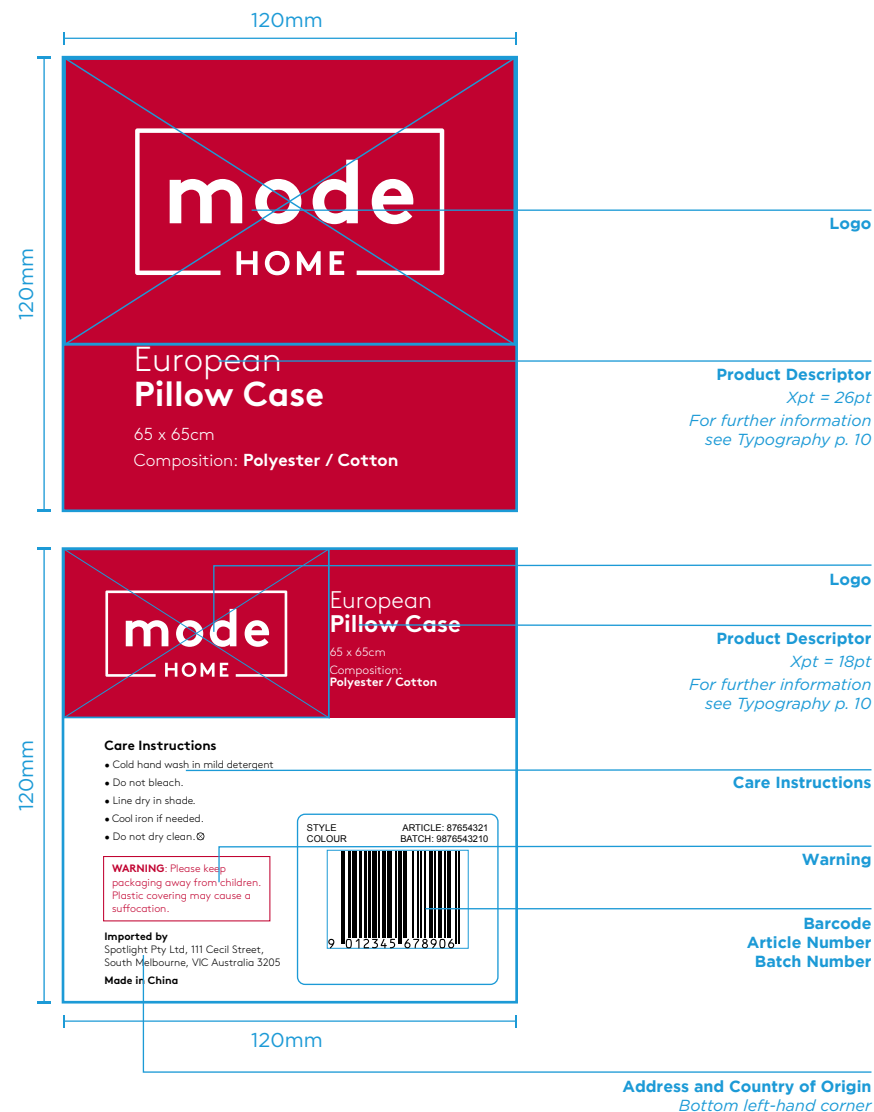


Mode Home / Manchester / Pillowcase / Insert

Artwork and In Situ shown at 50%

Substrate:
Cardboard 298GSM

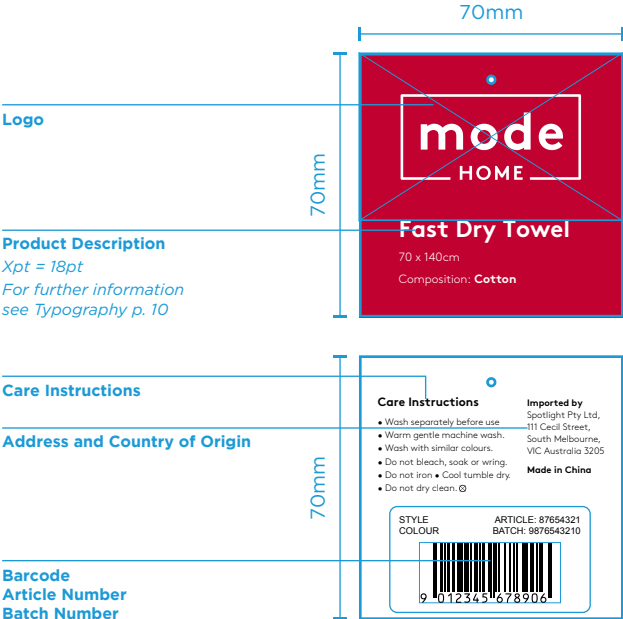
Outer Packaging:
PVC bag 0.21mm



Mode Home / Manchester / Towels / Swing Tag

Artwork and In Situ shown at 50%

Substrate:
Cardboard 298GSM



Mode Home / Manchester / Towels / **Edge Label**

In Situ shown at 65%



Mode Home / Manchester / Towels / Edge Label

Artwork shown at 75%

Substrate:
Cardboard 298GSM



Mode Home / Manchester / Bathmat / Hangsell

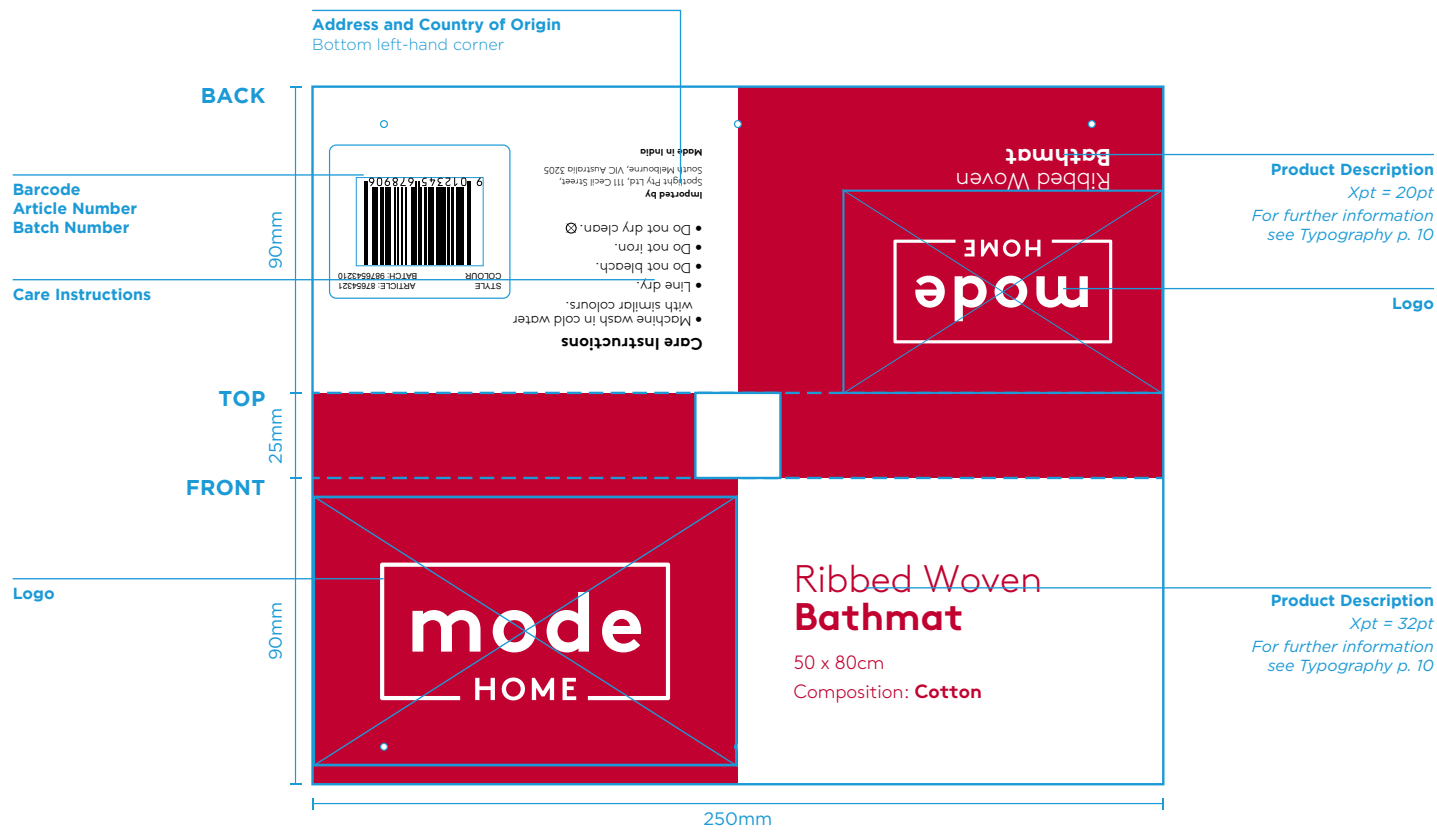
In Situ shown at 45%



Mode Home / Manchester / Bathmat / Hangsell

Artwork shown at 45%

Substrate:
Cardboard 298GSM



Mode Home / Furnishings / Curtains and Blinds / Stickers and Inserts

Artwork shown at 40%

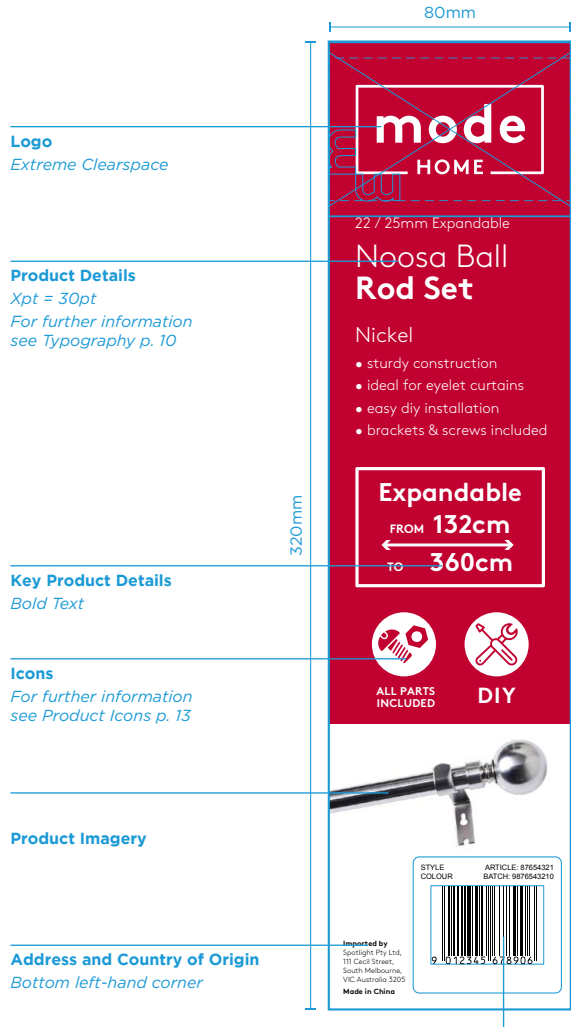
In Situ shown at 30%

Substrate:

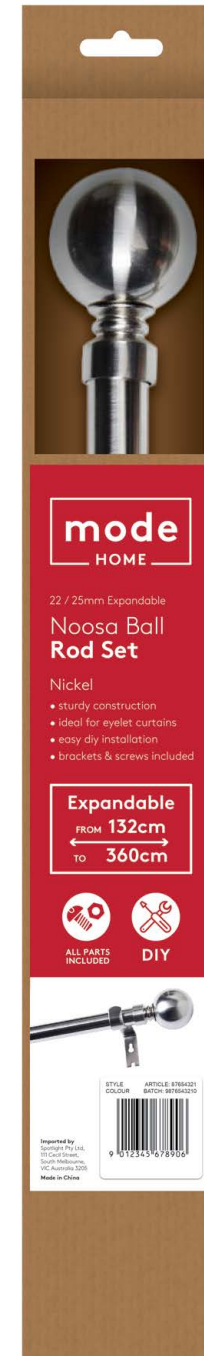
Client to advise

Outer Packaging:

Client to advise



Adjustments may need to be made to barcode sticker sizes if label are is too small to fit at 100%.



Mode Home / Furnishings / Ready-Made Curtains / Insert

In Situ shown at 40%

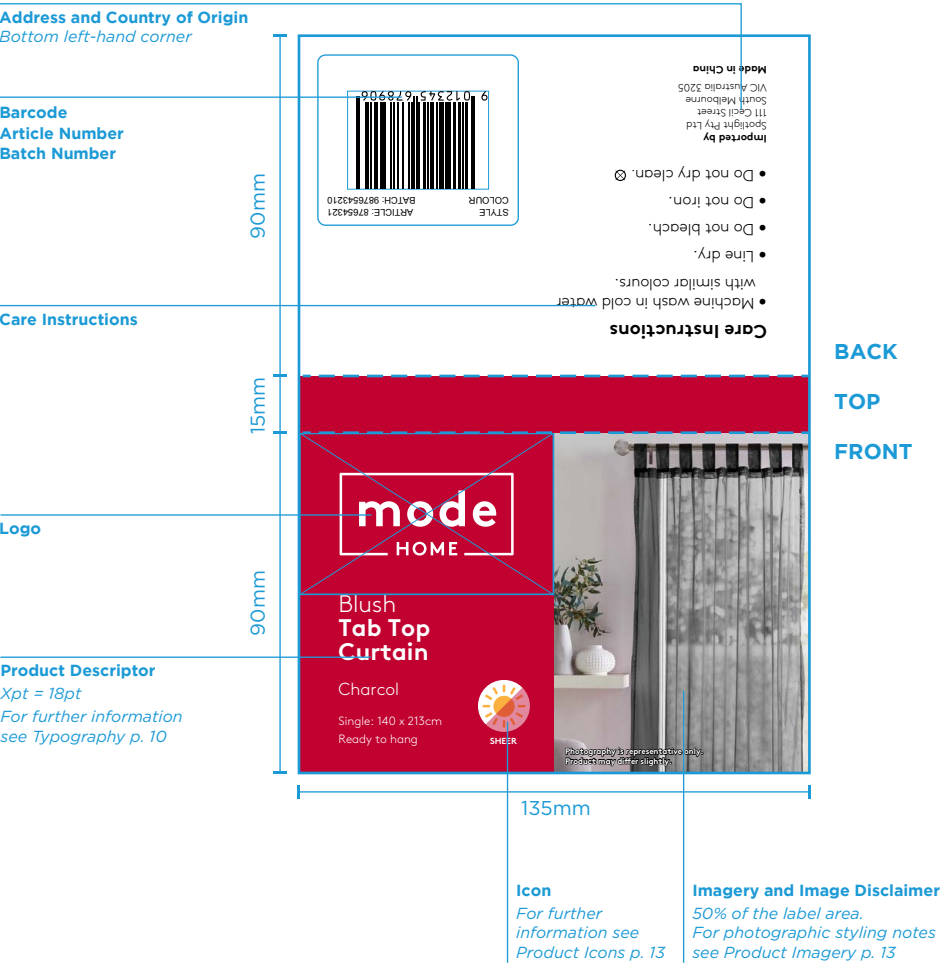


Mode Home / Furnishings / Ready-Made Sheers / Hangsell

Artwork and In Situ shown at 50%

Substrate:
250GSM Insert

Outer Packaging:
PVC Bag at least 0.14mm (140 Microns)



Mode Home / Home Décor / Cushion Insert / Clear Sleeve

Artwork shown at 25%

Substrate:
PVC Sleeve 0.XXmm (XXX Micron)

Product Icon
Each size has a different colour to differentiate products

Logo

Product Description
Xpt = 36pt
For further information see Typography p. 10

Care Instructions

Address and Country of Origin
Bottom left-hand corner

Barcode
Article Number
Batch Number

120mm

250mm

475mm

mode
HOME

Supersoft
Cushion Insert

Manufactured from superior fibres that expands into shape as soon as you open the pack...

This insert will preserve its bounce for many years

• Allergy free

• Odourless

• Washable

Composition:
Fill: Polyester fibre
Cover: Polypropylene

Care Instructions:
• Warm hand wash
• Do not bleach
• Do not tumble dry
• Dry in shade
• Do not iron

SIZE
16

Fits cushion cover up to
41 x 41cm

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

STYLING
COLLAGE

ARTICLE & BATCH NO.
XXXX-XXXXXX

14
PMS 298

16
PMS 7711

18
PMS 319

20
PMS 179

22
PMS 210

24
PMS 144

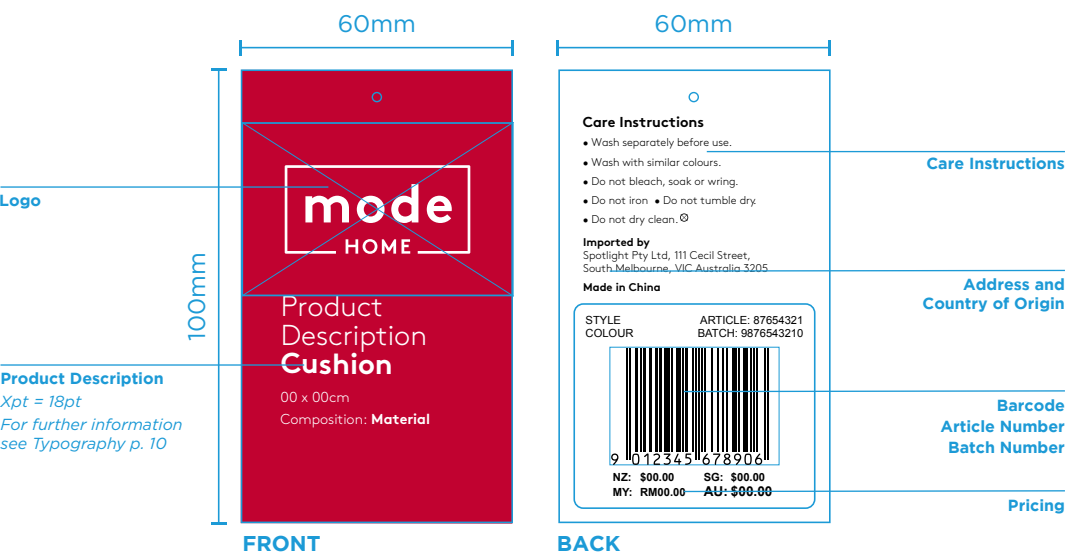
26
PMS 7549

30
PMS 7677

Mode Home Brand Guidelines 34

Mode Home / Home Décor / Filled Cushion / Swing Tag

Artwork shown at 60%
In Situ shown at 60%
Substrate:
400GSM High Gloss Finish



Mode Home / Home Décor / Bean Bag Fill / Printed Bag

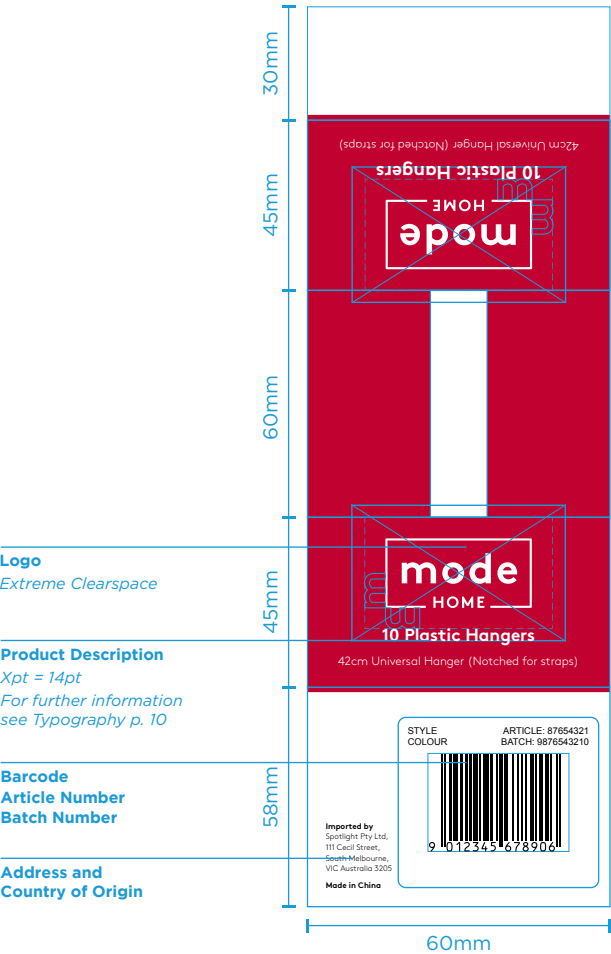
Artwork shown at 25%
In Situ shown at 20%
Substrate:
PVC Bag 150 Micron



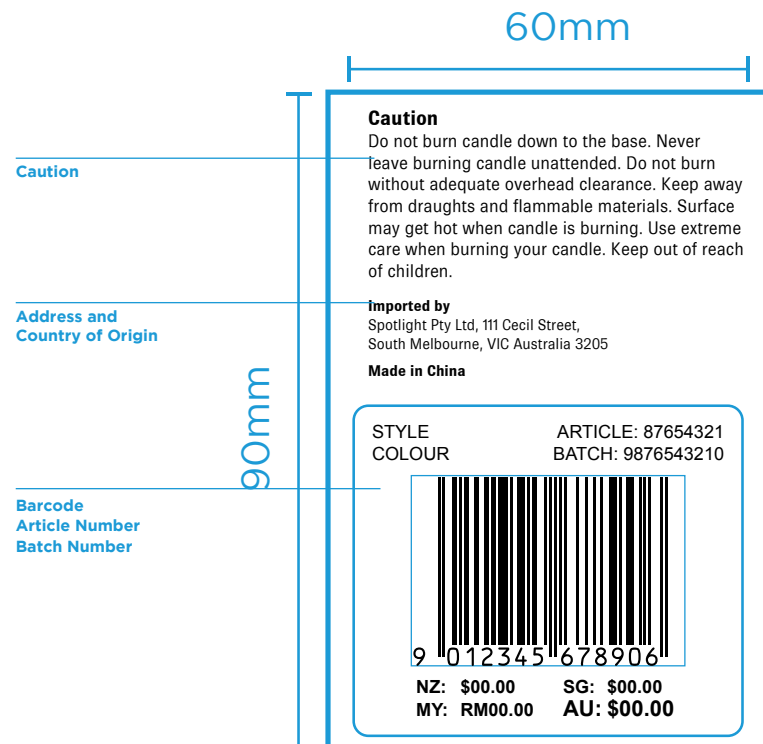
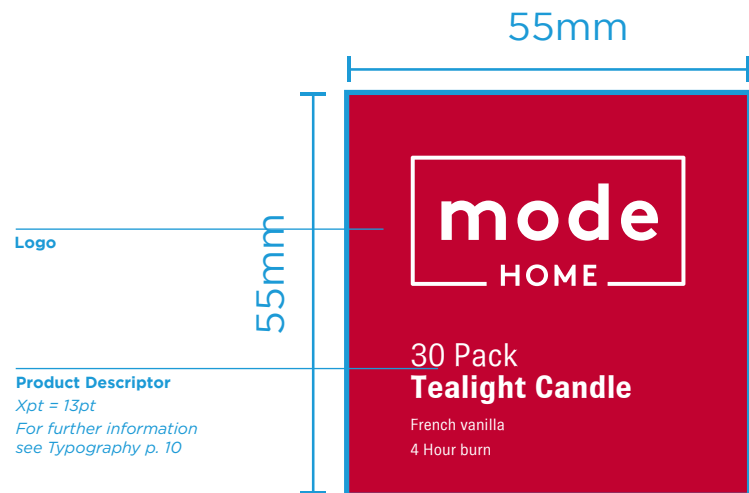
Mode Home / Home Décor / Wardrobe Hangers / Sleeve

Artwork and In Situ shown at 50%

Substrate:
Cardboard 350GSM



Mode Home / Home Décor / Tealight Candle / Sticker

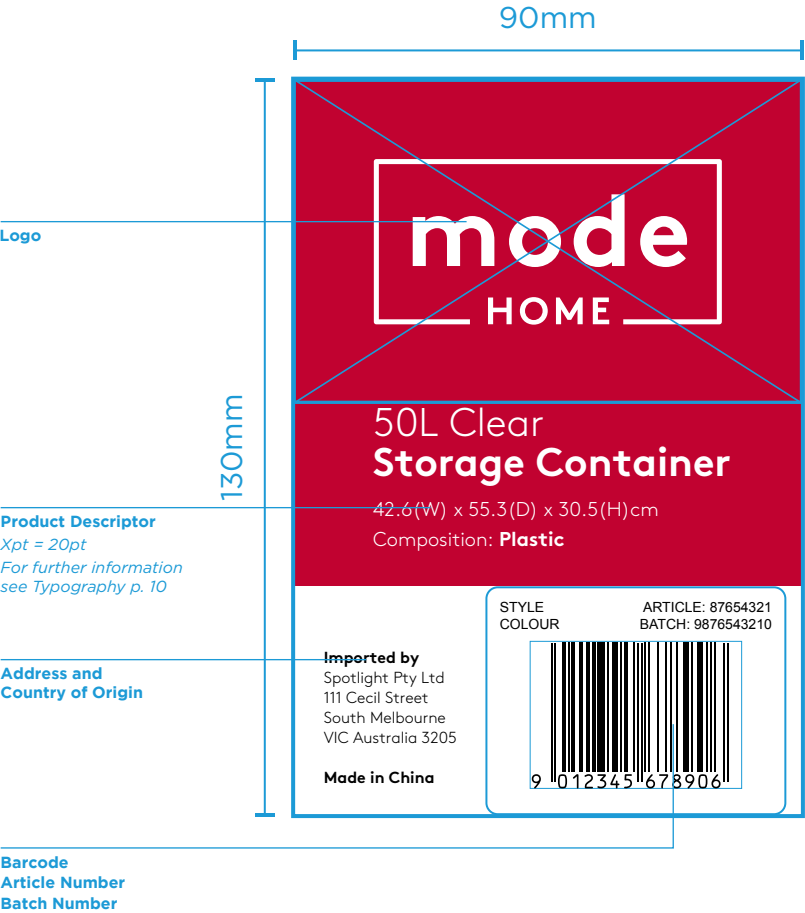


Mode Home / Home Décor / Storage Tub / Sticker

Artwork shown at 75%

Substrate:

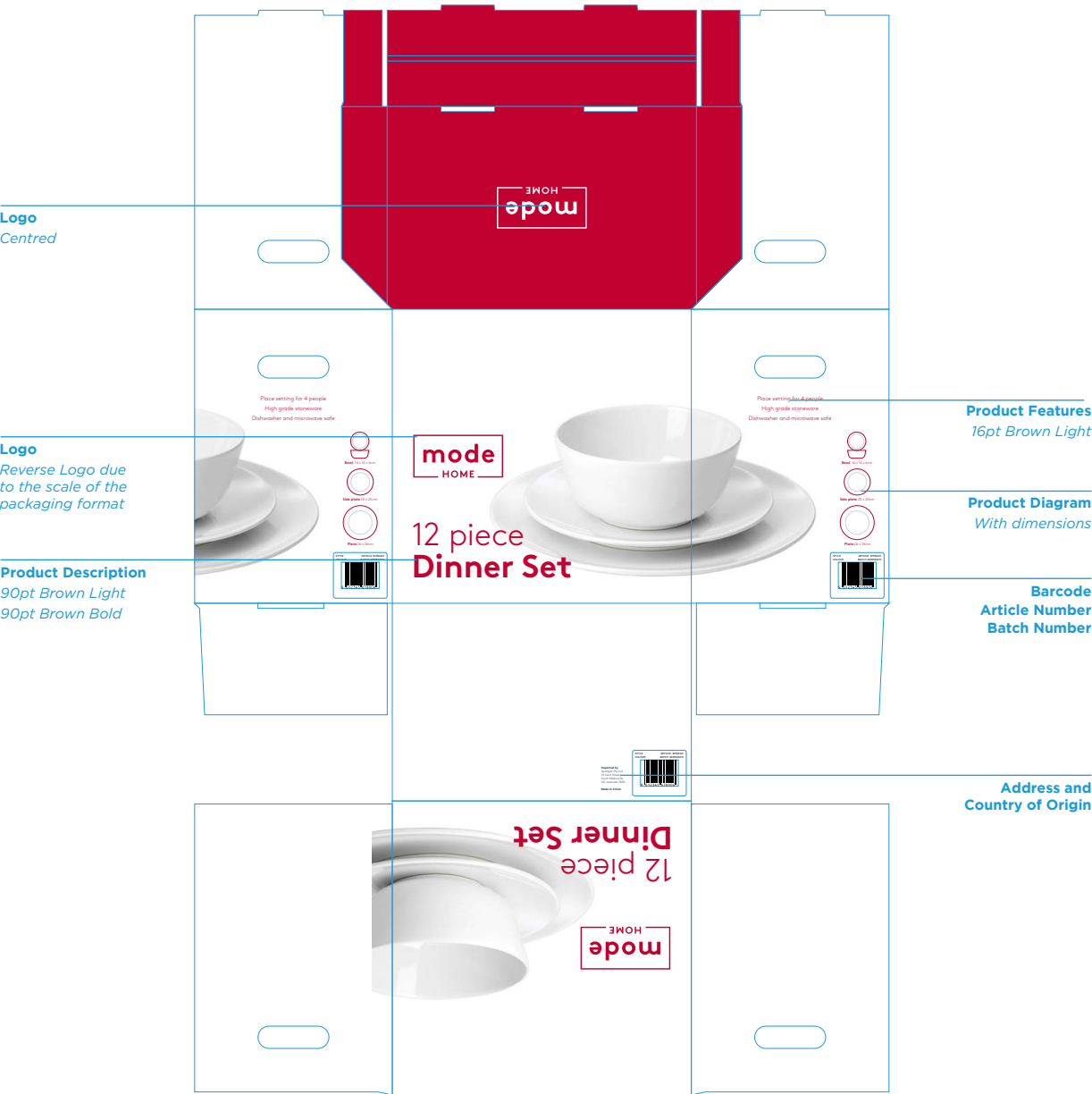
Adhesive Sticker XXXGSM



Mode Home / Home Décor / Dinnerware / Box

Artwork shown at 15%

Substrate:
Corrugated Cardboard XXXGSM

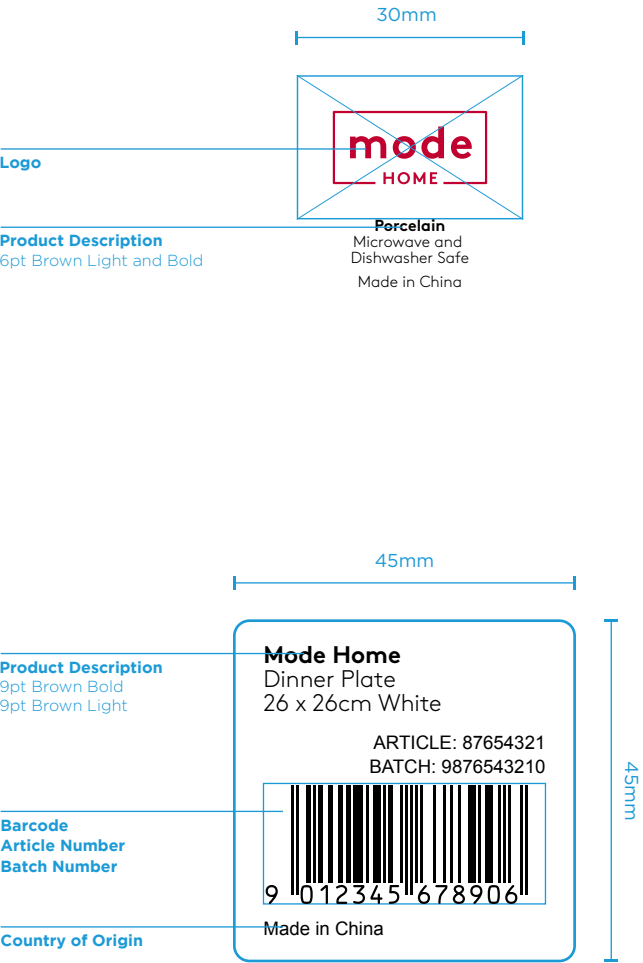


Additional example of boxed product

Mode Home / Home Décor / Loose Dinnerware / Back Stamp and Sticker

Artwork shown at 100%
In Situ shown at 50%

Substrate:
Adhesive Sticker XXXGSM

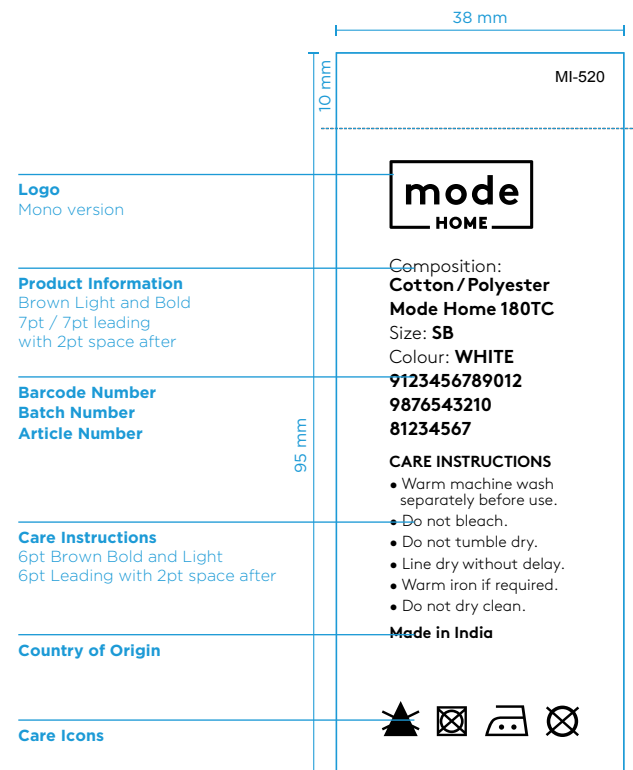


Mode Home / Manchester / Sewn in care label / Label

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

Mode Home Logo.ai
Mode Home Logo RED.ai
Mode Home Logo SMALL USE.ai
Mode Home Logo Mono.ai

Mode Home Logo.pdf
Mode Home Logo RED.pdf
Mode Home Logo SMALL USE.pdf
Mode Home Logo Mono.pdf

Mode Home Logo.eps
Mode Home Logo RED.eps
MODE HOME Logo SMALL USE.eps
Mode Home Logo Mono.eps

Mode Home Logo.png
Mode Home Logo RED.png
Mode Home Logo SMALL USE.png
Mode Home Logo Mono.png

Mode Home 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 Mode Home products.