



## Brand Guidelines

April 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 Prima 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

**Prima** is famous for quilting cottons in the Spotlight world. Prima is a brand that is synonymous with quality and value for money. Quilting essentials that are accessible to both novice and advanced quilters alike. Prima products are all you need to get started in quilting.

- Brand Values
- QUALITY**
  - ESSENTIAL**
  - ACCESSIBLE**
  - CREATIVE**
  - VALUE FOR MONEY**

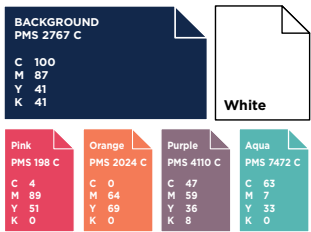
Tier	Category	Household Type	Brand Personality
<b>BEST</b>	<b>FABRIC</b>	<b>TRADITIONAL</b>	<b>CONTEMPORARY AND CLASSIC</b>
<b>BETTER</b>	<b>PRE CUT FABRIC</b>	<b>CLASSIC</b>	<b>INSPIRATIONAL</b>
<b>GOOD - UPPER LEVEL</b>	<b>WADDINGS</b>	<b>ON TREND</b>	<b>INVITING AND FUN</b>
<b>ENTRY</b>	<b>QUILTING TOOLS</b>	<b>ESSENTIAL</b>	<b>A TOUCH OF CREATIVITY</b>
	<b>QUILTING ACCESSORIES</b>		<b>SPOTLIGHT LEGACY BRAND</b>
	<b>SEWING STORAGE</b>		<b>TO THE QUILTING CUSTOMER</b>
		Customer Type	
		<b>CLASSIC CRAFTER</b>	
		<b>CREATIVE HOUSEHOLD</b>	

# Brand Toolkit

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## Logo



The Prima logotype is a bespoke piece of typography. The midnight blue is premium while the font is simple and trustworthy. The colourful brandmark resembles a quilting pattern.

The logo must always be positioned at the top of the packaging area on a dark blue background (PMS 2767 C). The logo should be centred vertically within the dashed border.

# Prima 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).



## Minimum Size

The logo should not be used any smaller than the dimensions shown below.



## 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 colours.



**Don't** remove element or adjust the layout of elements.



**Don't** skew or distort the logo.

# Logo Size and Placement

## Logo Size

The logo should be scaled to the width of the dashed border. However, if the vertical space of the dashed border does not allow for the logo to be scaled to the full width of the area the logo is aligned to the centre of the left hand side (see 'LANDSCAPE (WITH IMAGERY)' as an example).

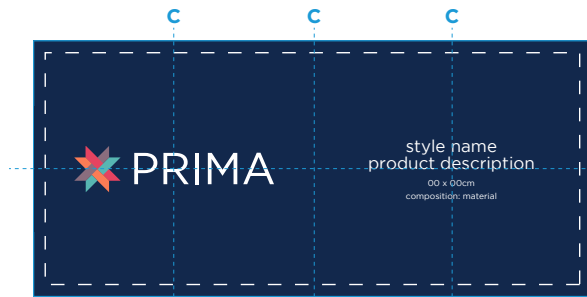
## Logo Placement

In the majority of cases the logo should be vertically centred within the dashed border area.

## Label Area

### With Imagery

If the label requires an image, the label area is divided in half along its longest axis and the image is placed on the right half of the label (or on the bottom half of the label, depending on the format).



### LANDSCAPE (NO IMAGERY)

The label is divided in half along its longest axis and the logo is placed on the left half of the label (or on the top half of the label, depending on format.) The bottom or right-hand half contains the product information.



### PORTRAIT (NO IMAGERY)

The logo is scaled to the width of the dashed border.



### SWING TAG

If the top is disrupted by any cutouts or holes, the logo should be aligned underneath these intrusions. Ensure the clearspace is always observed.

The logo is scaled to height of the hole and centre of the swing tag.



### LANDSCAPE

The logo should be scaled to the width of the dashed border in the blue box (observing the clearspace around the logo). The product information is aligned to centre of the logo below the logo clearspace.



### PORTRAIT (WITH IMAGERY)

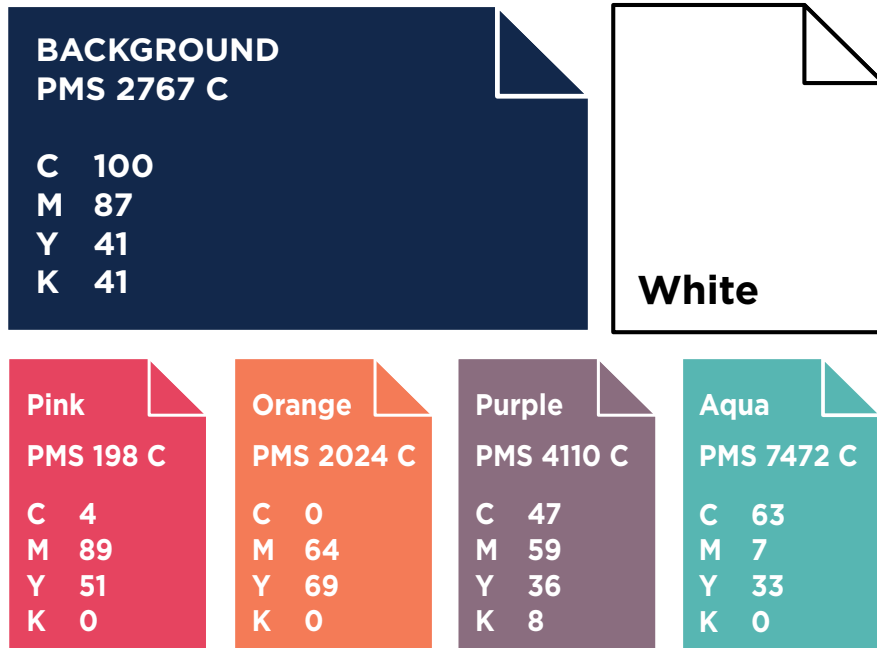
The logo is scaled to the width of the dashed border.



# Colour

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

Where ever possible PMS colours should be used.



# Fonts

The Prima logotype is a bespoke piece of typography and is not for general usage. The supporting brand typeface is Gotham and should be used for all brand applications.

Gotham comes in a variety of weights but 'Book' is the preferred weight to use.

## 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 the majority of applications and can be scaled up and down in ratio to meet all pack sizes and formats.

**Xpt is the size of the Product Description.**



xpt gotham book/xpt leading  
0.75 xpt gotham book/xpt leading

20pt gotham book/20pt  
15pt gotham book/20pt leading

12pt gotham book  
12pt leading  
9pt gotham book/12pt  
9pt gotham book/12pt

30pt gotham  
book/30pt  
22.5pt gotham  
book/30pt

# 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) <sup>1</sup>**

The 'Product Information' aligns vertically centre to the label.

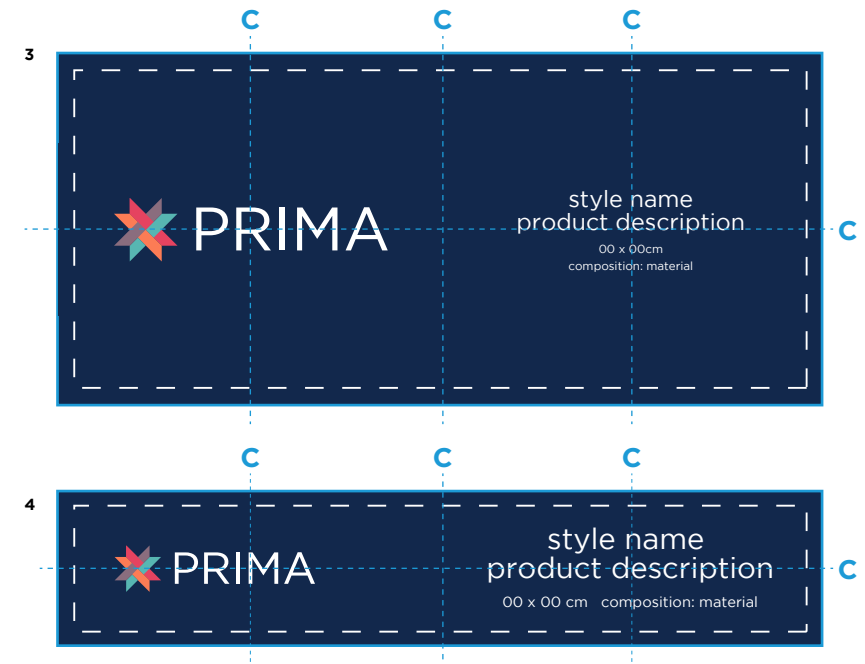
Text starts below the logo clearspace.



**Square Label  
(Stacked Information) <sup>2</sup>**

The 'Product Information' aligns vertically centre to the label.

Text starts below the logo clearspace.



**Landscape Label (No Imagery) <sup>3</sup>**

Logo clearspace aligns to the centre of the left label area.

Text aligns to centre of the right half area of the label area.

**Extreme Landscape Label <sup>4</sup>**

Logo clearspace aligns to the centre of the left label area.

Text aligns to centre of the right half area of the label area.

# Product Imagery

TBC

# 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
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 fat flats).

5 pieces: 50 x 52 cm

If the dimensions are less important they can be included on the back of pack with the other mandatory information.

## Product Composition

It is important to articulate the materials that have been used in the fabrication of any particular product.

For products such as fabrics 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.

Composition: 100% cotton

## 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 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.

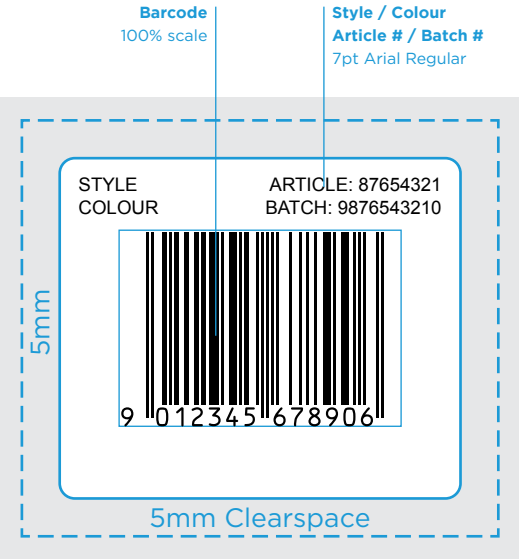
It also allows for **batch numbers/**

**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

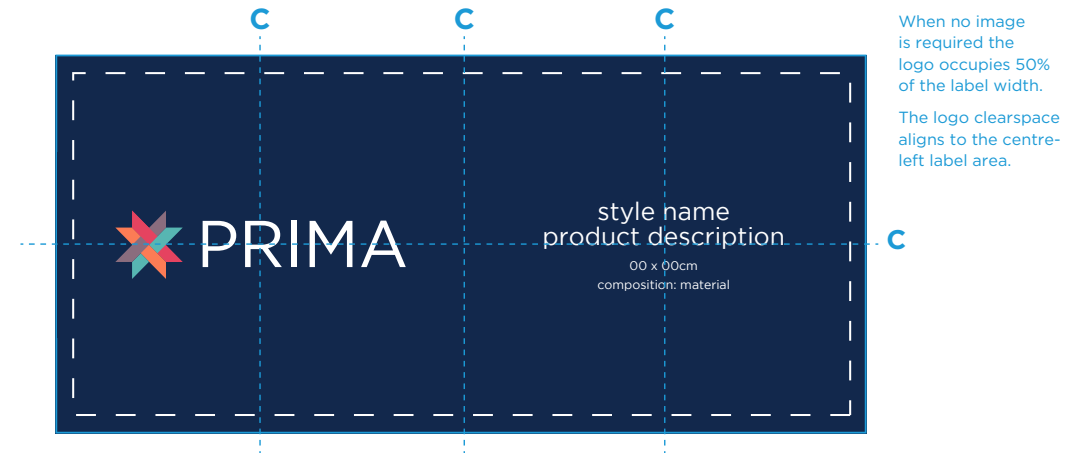
By consistently combining the key elements shown on the previous pages we can create consistency between different products and formats within the Prima range.

- The logo clearspace aligns to top and sides of the dashed border.
- The dashed border is placed 3mm from the blue label edge and 0.25mm in weight.
- The dashed border length and gap should be 2.5mm.
- The Logo is either aligned to the top left-hand corner or top centre of the dashed border 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 colour is PMS 2767 C.
- The typeface is Gotham Book and type is ranged centre and set in 'lower 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.
- Ensure all packaging that requires ribbon includes the dashed line print.

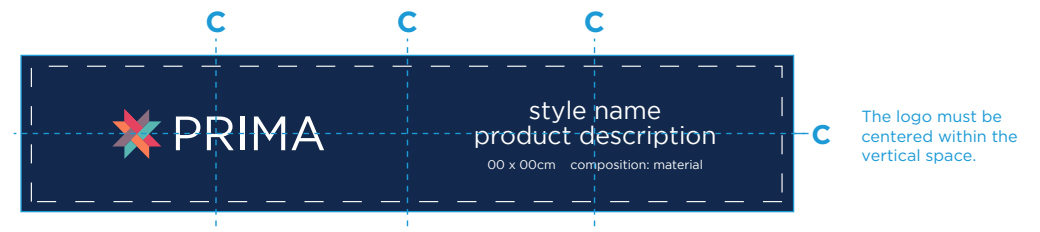
## LANDSCAPE (WITH IMAGERY)



## LANDSCAPE (NO IMAGERY)



## 'EXTREME' LANDSCAPE





# General Design Principles

## SQUARE (NO IMAGERY)



## PORTRAIT (NO IMAGERY)



## PORTRAIT (WITH IMAGERY)



The image occupies 50% of the label area.

## SWING TAG



The swing tag is always a hexagon shape and the only type of packaging to use this. The same general design principals apply.

If the top is disrupted by any cutouts or holes, the logo should be aligned underneath these intrusions. Ensure the clearspace is always observed.

The logo is scaled to height of the hole and centre of the swing tag.

The bottom half is adequate for the mandatory information.

# General Design Principles

All packaging that requires ribbon should include the printed repeat logo.

- The logo should be placed centrally horizontal on a 100% white ribbon.
- The logo should be one third of the ribbon height.
- The gap is the length of one logo.
- The colour is PMS 2767 C.



## Logo Height

One third of ribbon height

## Gap Width

Same as logo width

## Colour

PMS 2767 C



# Packaging Examples

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

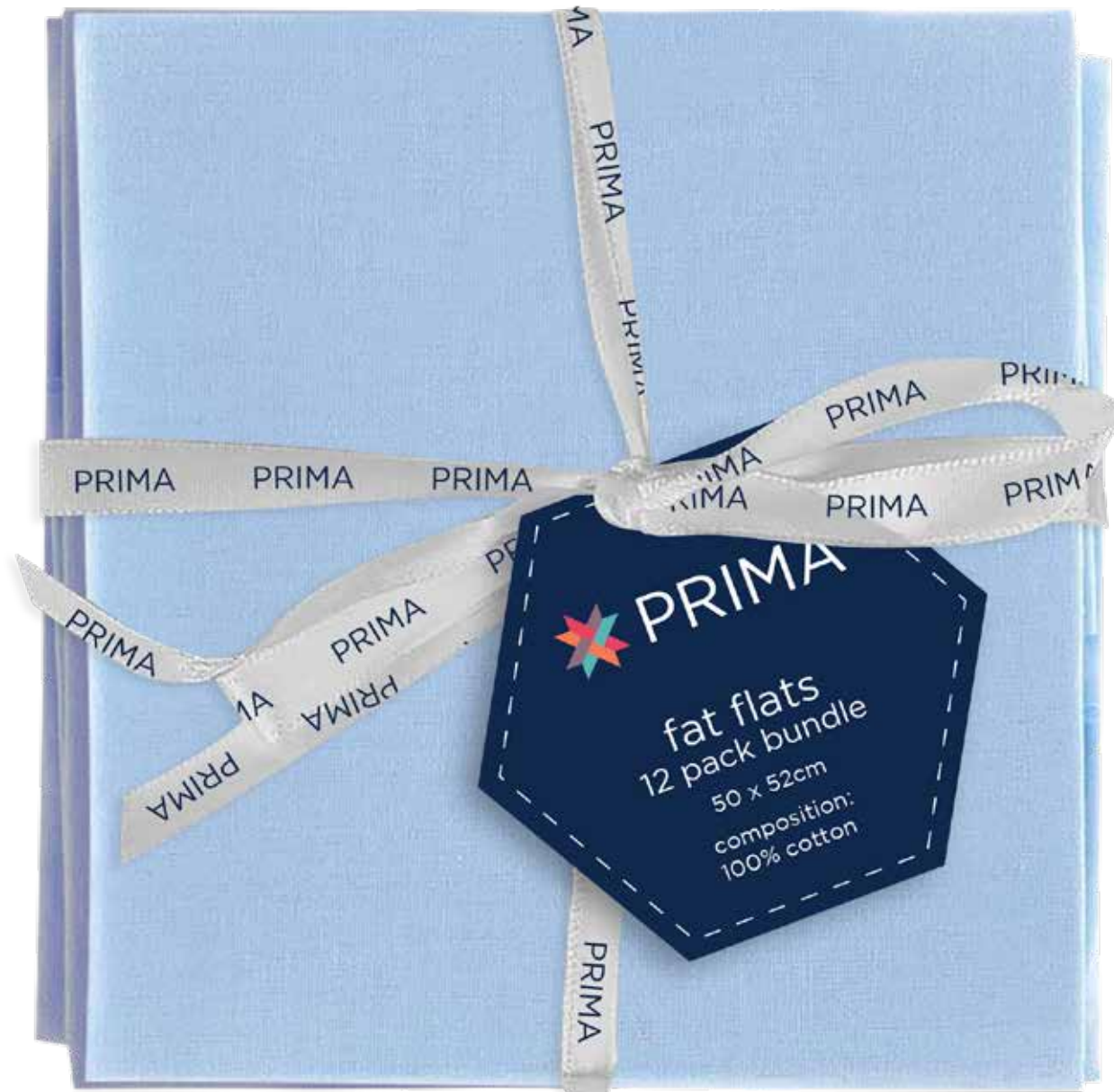
When new or different packaging formats are needed use the general principles to guide your design decision making.

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 Prima buyer for the product category.

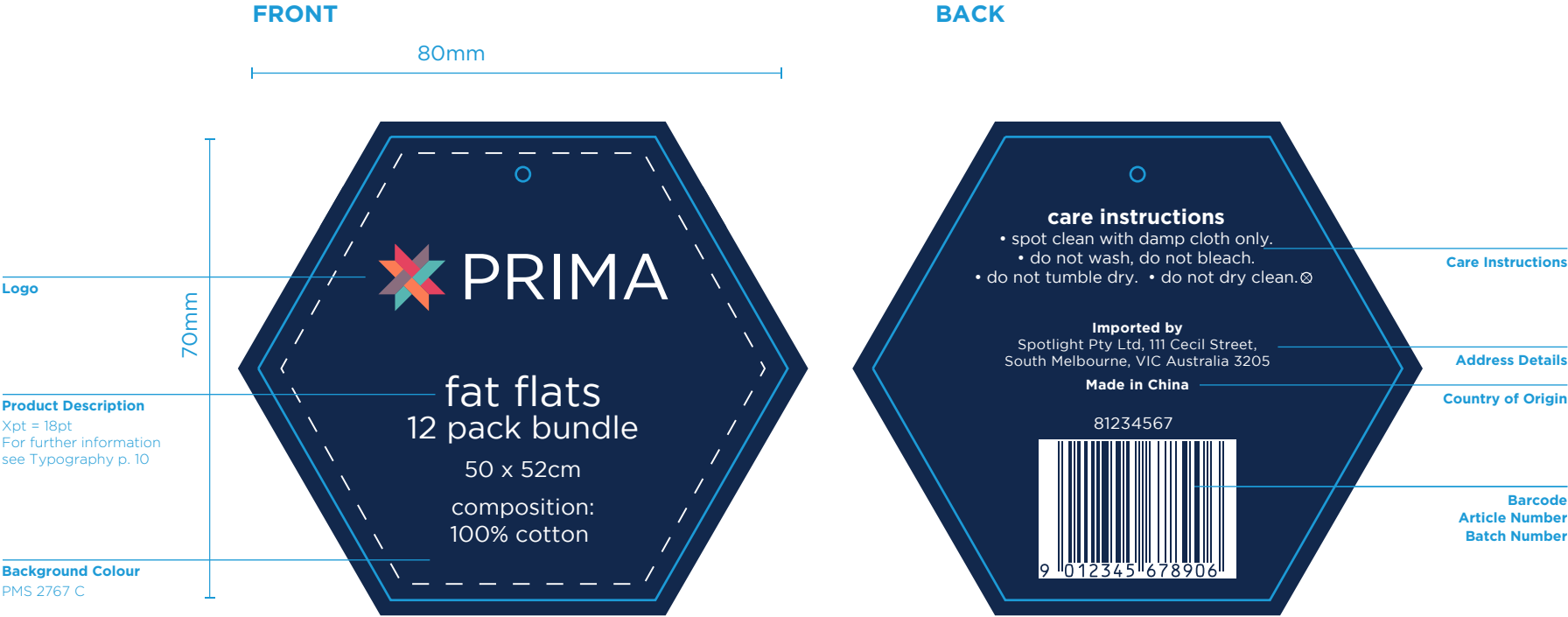
## Prima / fat flats / Swing Tag

In Situ shown at 100%



# Prima / fat flats / Swing Tag

Artwork shown at 100%



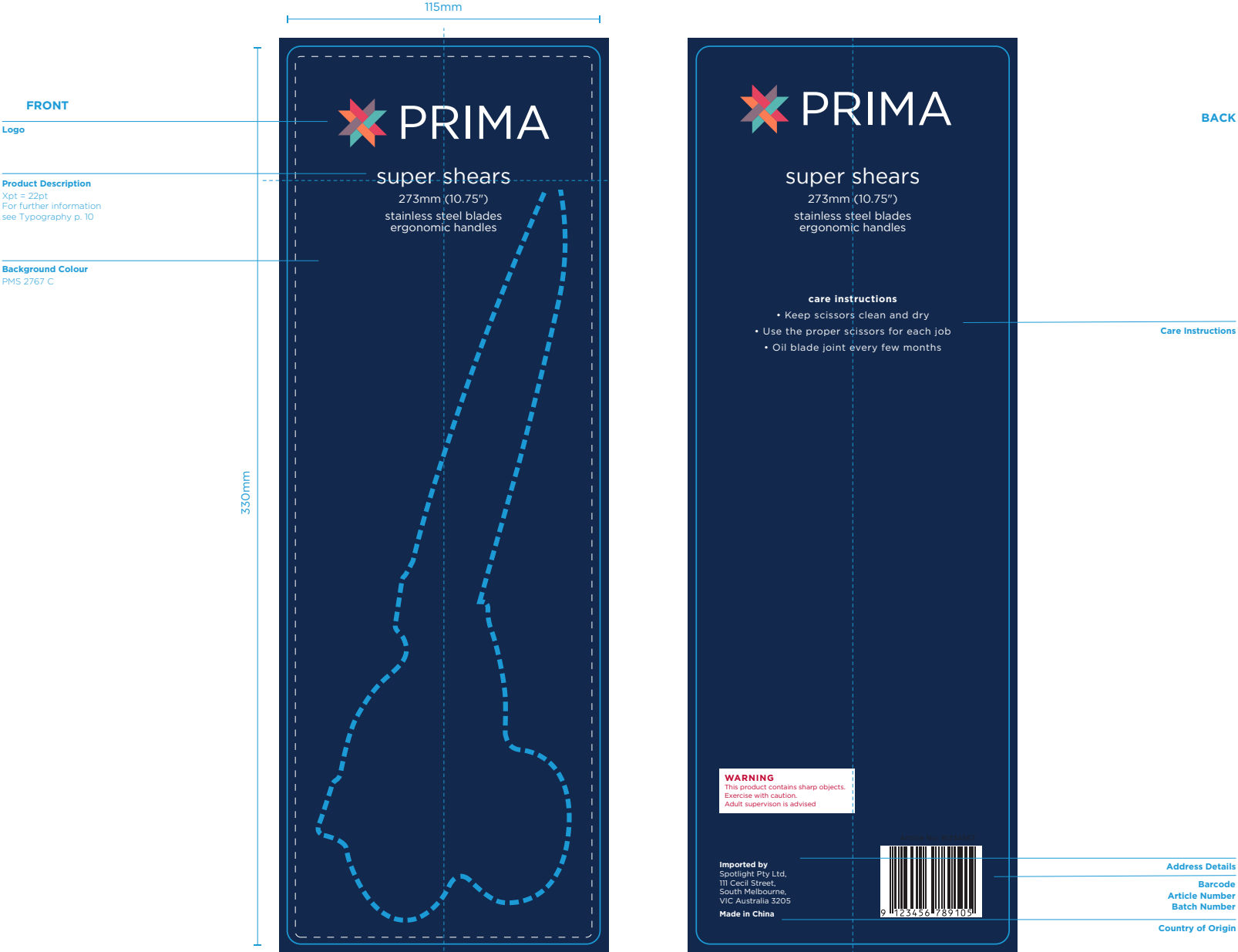
# Prima / super shears / hang sell blister pack

In Situ shown at 66%



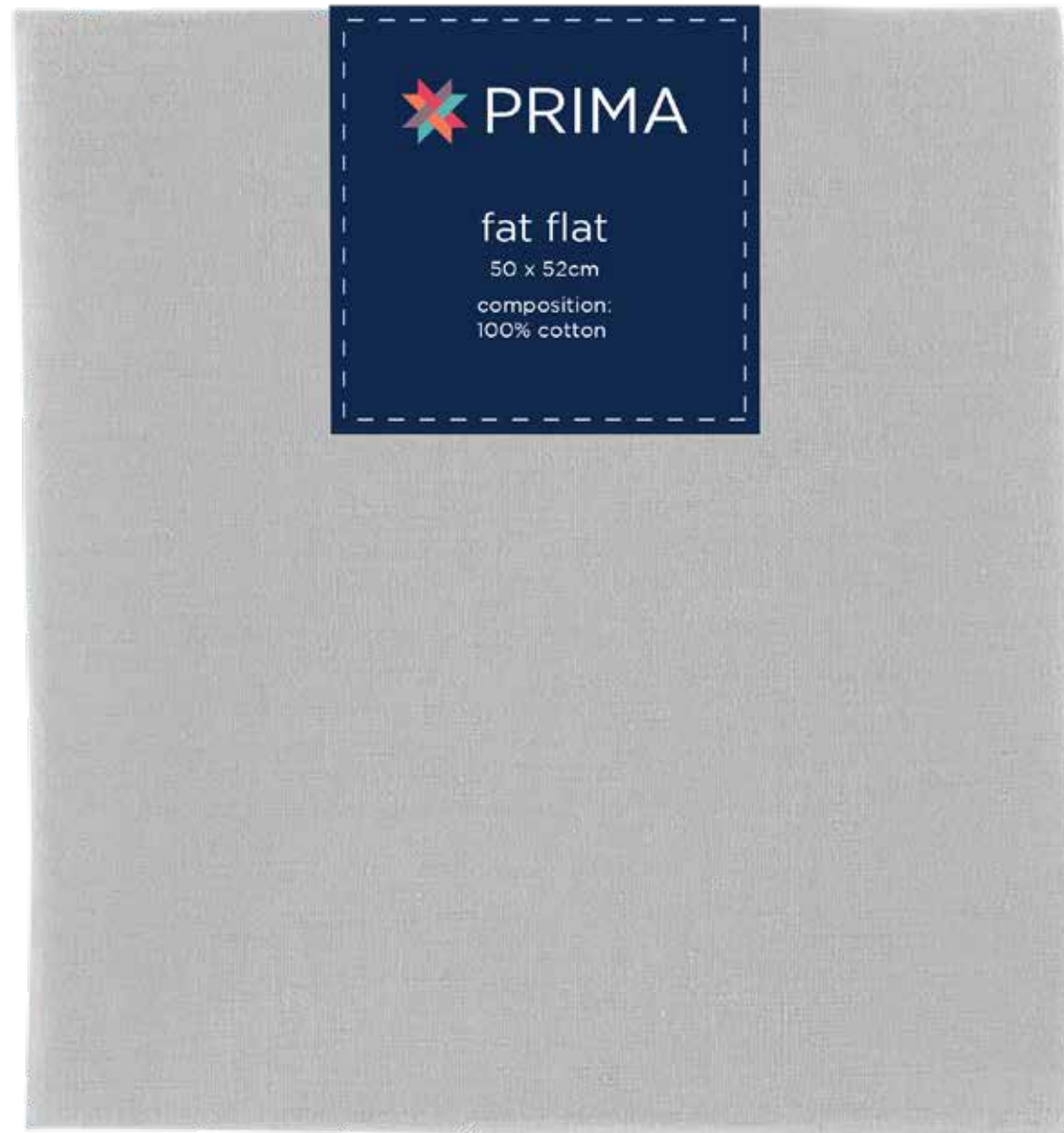
# Prima / super shears / hang sell blister pack

Artwork shown at 66%



## Prima / fat flat / Colour Label

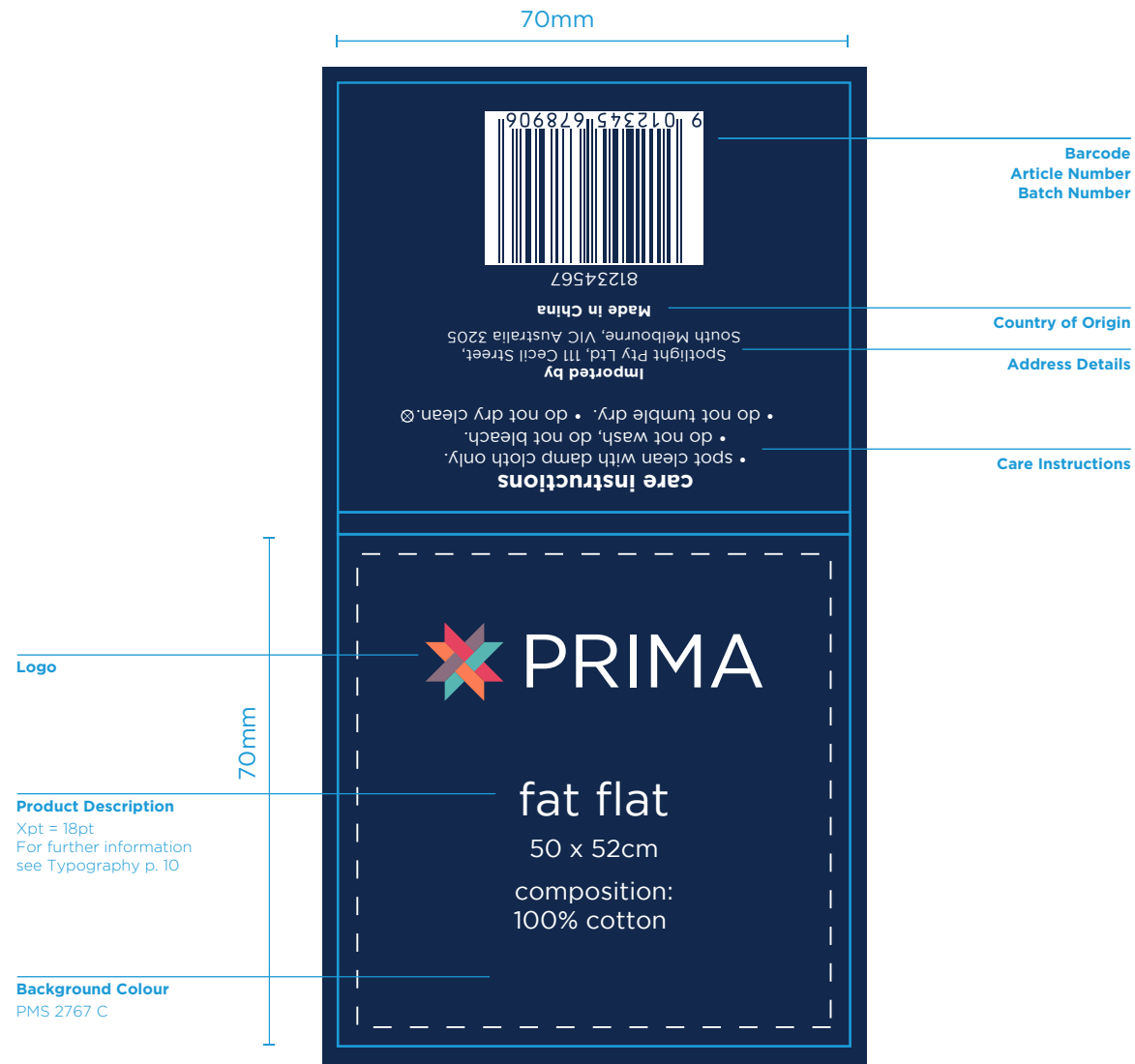
In Situ shown at 100%





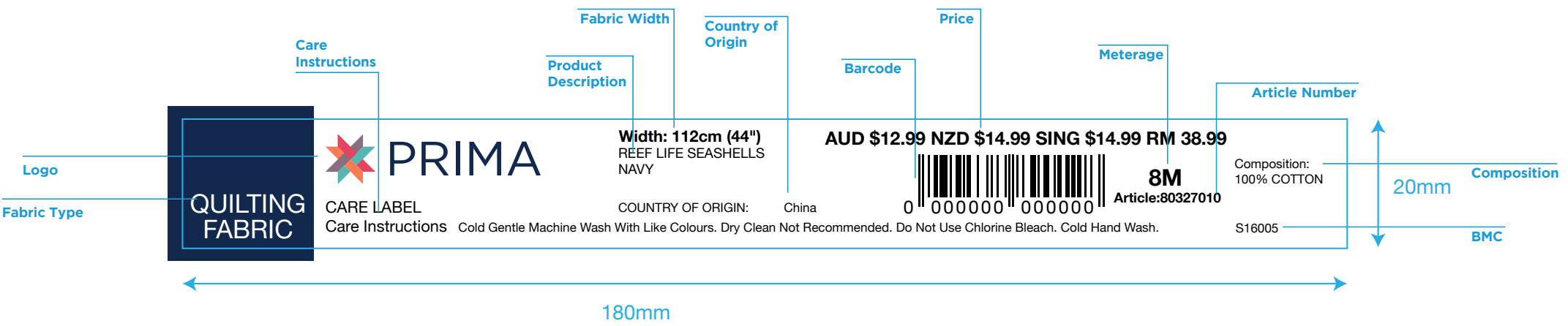
# Prima / fat flat / Colour Label

Artwork shown at 100%



# Prima / fabric bolt / Colour Label

Artwork shown at 100%



# 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

Prima Logo CMYK.ai  
Prima Logo PMS.ai

Prima Logo CMYK.pdf  
Prima Logo PMS.pdf

Prima Logo CMYK.eps  
Prima Logo PMS.eps

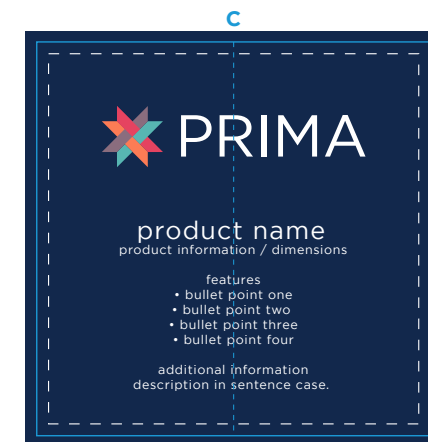
Prima Logo CMYK.png  
Prima Logo PMS.png

## Prima 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.

Working files of 4 packaging examples have also been supplied as a starting point for packaging designs. However, they are not print ready files and all content should be checked prior to sending to print.



# 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 Prima products.