



BRAND GUIDELINES
MAY 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 Art Saver 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	12
Packaging Anatomy	13
Mandatory Information	14
General Design Principles	15
Packaging Examples	17
Digital Index	26
Approvals	27

Brand Positioning

Art Saver provides quality and affordable art supplies to the aspiring artist who wants to follow their creative pursuits, with an extensive range assortment of essential items for the budding art enthusiast. It will allow the Customer to express their creativity and feed the imagination.

Tier

BEST

BETTER

GOOD

ENTRY

Category

CANVAS

PAPER

EASELS

BRUSHES

PAINT

ART TOOLS

ART STUDIO EQUIPMENT

ART STORAGE

CLAY & MOULDING

Household Type

TRADITIONAL

CLASSIC

ON TREND

ESSENTIAL

Customer Type

CLASSIC CRAFTER

CREATIVE HOUSEHOLD

Brand Values

BARGAIN

QUALITY

ACCESSIBLE

VALUE FOR MONEY

ADVENTUROUS

CREATIVE

Brand Personality

MODERN

INSPIRATIONAL

INVITING AND FUN

FOR EVERYONE

Brand Toolkit

Logo: Usage / Sizing / Placement pg 6

Colour and Fonts pg 9

Typography pg 10



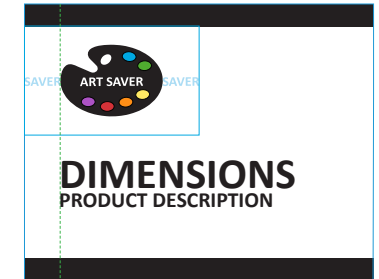
BACKGROUND 100% BLACK C 0 M 0 Y 0 K 100		White C 0 M 0 Y 0 K 0
Violet PMS 2582 C C 42 M 78 Y 0 K 0	Red PMS 1797 C C 13 M 94 Y 83 K 3	Orange PMS 1495 C C 0 M 54 Y 95 K 0
Green PMS 361 C C 76 M 4 Y 100 K 1	Blue PMS 2995 C C 81 M 12 Y 1 K 0	Yellow PMS 100 C C 6 M 2 Y 76 K 0

Calibri Bold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*^&*()

ITC Avant Garde

Gothic Book
 abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#%&*^&*()



Imagery pg 12

Packaging Examples pg 17-25



Logo



The Art Saver logo is simple and bold. A clean, modern logotype that is utilitarian yet friendly.

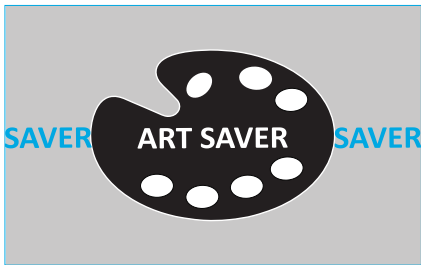
Art Saver is the good level brand for the Artistry department at Spotlight. The colour palette talks to value and has strong shelf presence.

Art Saver 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).

The clearspace is measured by the word 'saver' from the logo.



Mono Logo

A mono version of the logo has been created for use on single colour items such as 'Paint Bottle Labels'.

This version is NOT for general usage.

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



Don't skew or distort the logo.

Logo Size and Placement

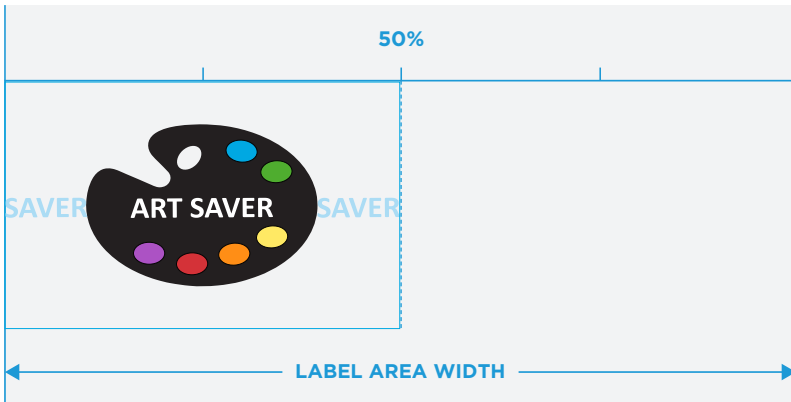
Logo Size

For all applications the logo (including the clearance) is scaled to 50% the width of the label area. It aligns to the left edge of the label area.

For extreme portrait applications the logo (including the clearance) is scaled to the full width of the label area.

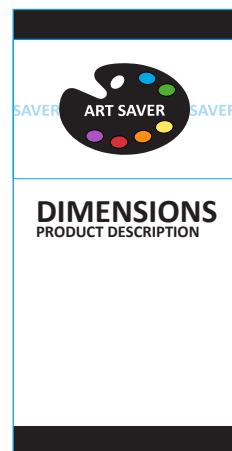
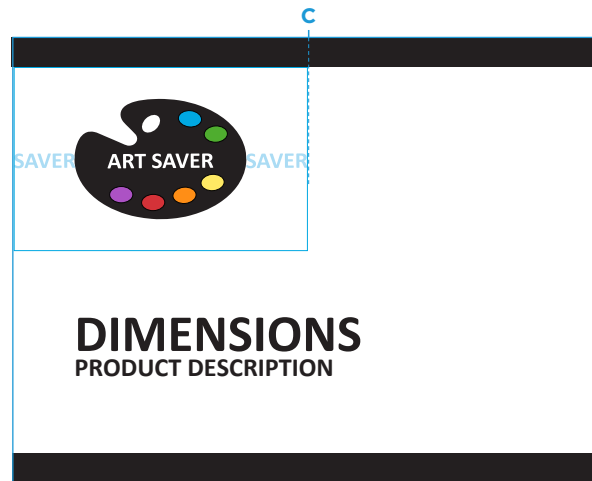
For extreme landscape applications the logo (including the clearance) can be scaled to fit one third of the label area.

For circular and cylindrical formats the logo is centred within the label area.



PLACEMENT

The logo is aligned to the left of the label area.



LANDSCAPE

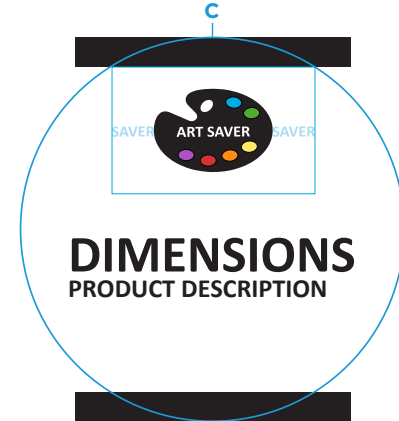
The label area can be divided into thirds rather than into halves if the format does not suit being divided into halves.

PORTRAIT

In instances where the label area is extreme portrait, the logo should be scaled to the full width of the label area, (whilst still observing the appropriate clearance).

CIRCULAR FORMATS

The logo is scaled to the width of the top of the label area.



SQUARE (SMALL)

When the label area is small <50mm the logo should be scaled to the full width of the label area.



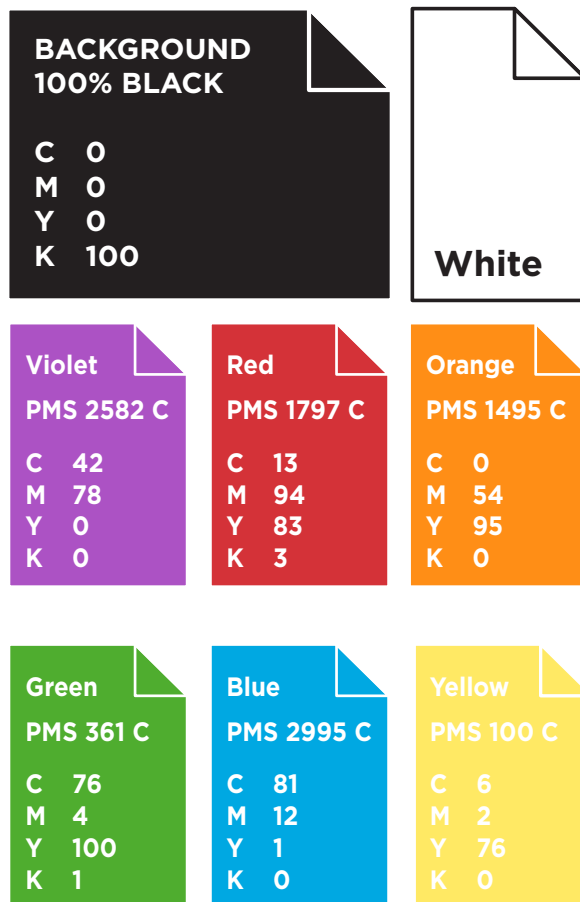
SQUARE (LARGE)

When the label area is large >50mm the logo should be scaled to 50% the width of the label area

Colour

The Art Saver 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 Art Saver logotype is a bespoke piece of typography and is not for general usage. The supporting brand typeface is Calibri Bold for all product descriptions across all brand applications.

Calibri Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

The second supporting brand typeface is ITC Avant Garde Gothic Book and is used for all supporting text such as features & benefits and care instructions.

ITC Avant Garde Gothic Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

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.

Y is the size of the Item Number.

Y **PRODUCT**
PRODUCT DESCRIPTION

Y **XPT CALIBRI BOLD**
0.5 XPT CALIBRI BOLD

20PT CALIBRI BOLD
20PT CALIBRI BOLD

12PT CALIBRI BOLD
6 PT CALIBRI BOLD
6 PT CALIBRI BOLD

30PT CALIBRI BOLD
15pt CALIBRI BOLD

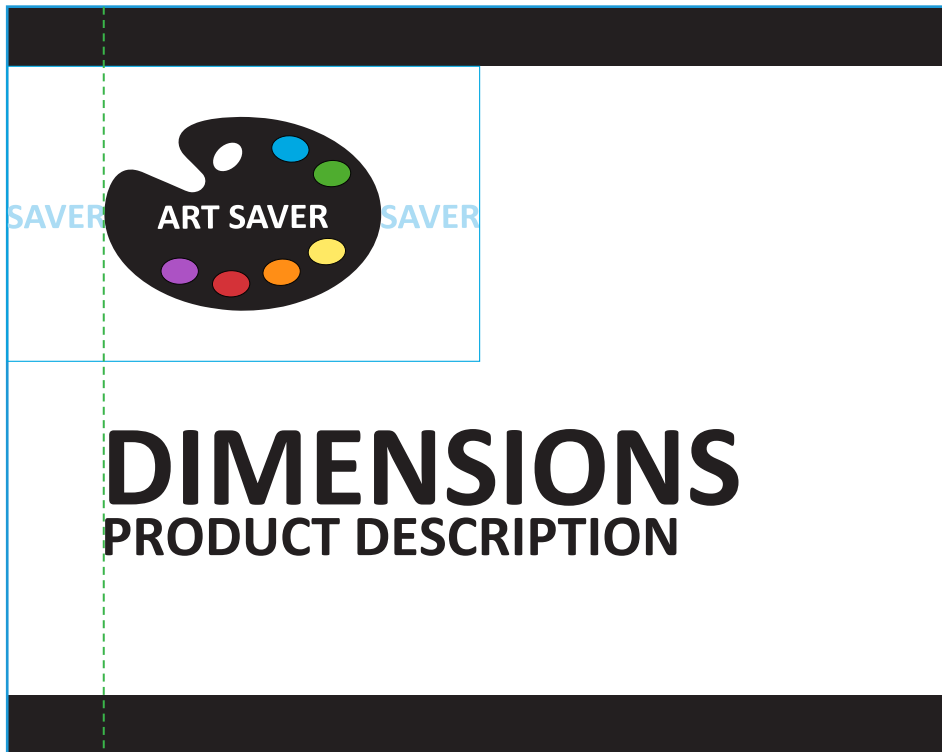
Typography

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.

All text should be black on a white background.



'Product Information' text is always range left,
(except when placed on circular labels or cylindrical formats.)

The text block aligns to the left-hand side of the logo.

XPT CALIBRI BOLD
0.9XPT LEADING

PRODUCT DESCRIPTION
0.5XPT CALIBRI BOLD (Auto Leading)

Product Imagery

It is important to have a consistent approach to imagery for Art Saver.

When should I use imagery on the packaging?

- If a product is boxed (e.g. Paint Set).
- When you can not open a product to inspect the features and benefits (e.g. Colour Pencil Set).



Photographic Style

- The lighting should be flat with minimal shadowing, but with enough to clearly see the products form.
- The product should be photographed on a slight 3/4 angled view, or front on.
- The images should be isolated and positioned in the white area.



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. Dimensions
3. Product Description

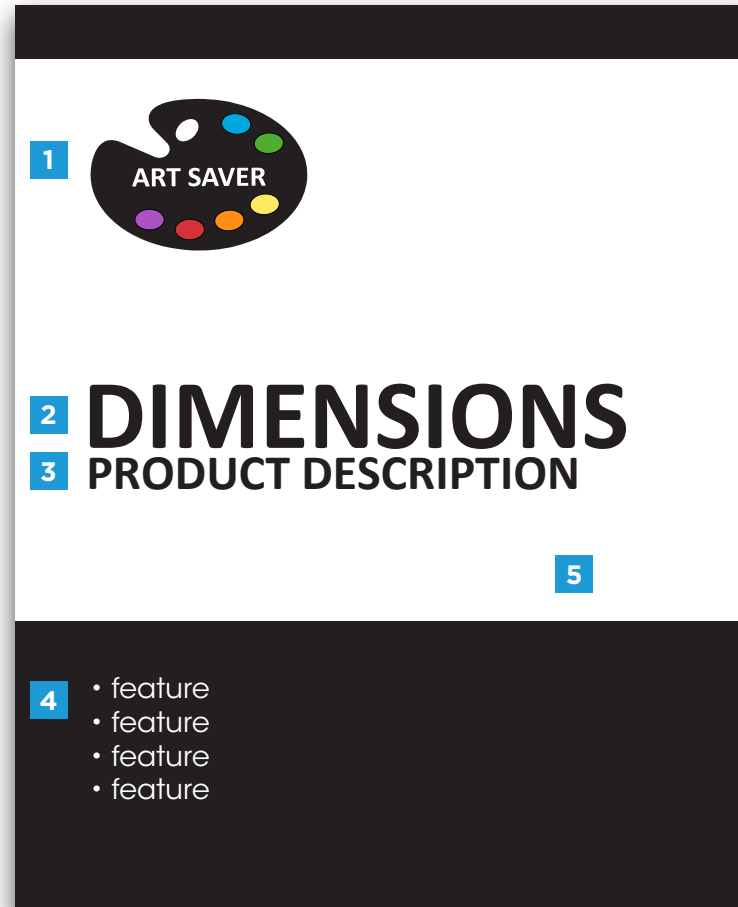
Product Information

4. Features
5. Product Imagery and Imagery Disclaimer
(If required)

BACK OF PACK

6. Secondary Features
7. Care Instructions
(How to clean it)
8. Product Warning
(If required)
9. Address
(Spotlight Head Office)
10. Country of Origin
(e.g. Made in China)
11. Barcode Sticker

FRONT OF PACK



BACK OF PACK

Set includes: 36 Colour Pencils

- 3mm lead with fine end for detailed drawing
- Highly pigmented for fast and vibrant colours
- Water resistant and smudge proof
- Made from quality poplar wood
- Sharpen with regular pencil sharpeners

Warning:

Adult supervision required for children. Retain this packaging for future reference. Protect all work surfaces and clothing before you begin.

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

Made in China

Article No. 80545400



Mandatory Information

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 canvas) or the actual product.

It is the responsibility of the brand team to ensure the correct warning is in place. Warnings must be clearly visible on pack.

WARNING
This product contains sharp objects.
Exercise with caution.
Adult supervision is advised

Red Text:
PMS 200

Minimum Text Size:
8pt (Auto 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.

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 Adhesive Label

For certain products an additional adhesive label with the barcode must be attached to the reverse side of packaging in areas indicated on packaging specifications.

Sticker base must be:
Bright White
Size: 45mm x 53mm
(with rounded corners)

Example A price marked product

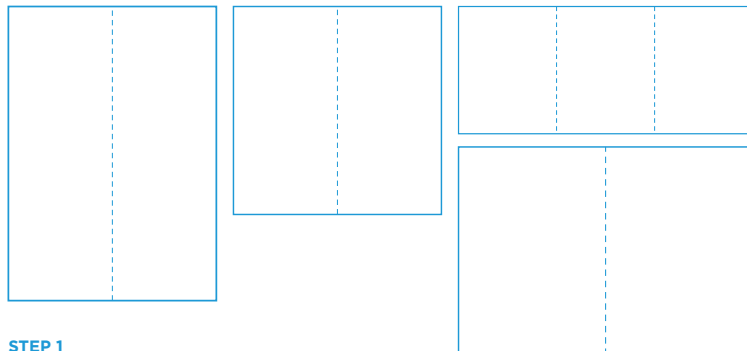
Example B non price marked product



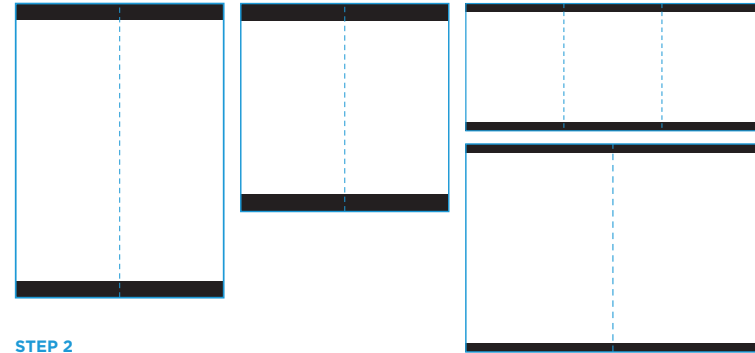
General Design Principles

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

- The label area is divided into halves (or thirds in extreme cases). Determine an appropriate height for the black bars at the top and bottom but keep them the same size.
- Some packaging formats may require adjustment to the ratios. This is especially true for blister pack products where the product is held in front of a backer card. ALWAYS ensure the product information is clearly visible and away from any seams or joins of two substrates.
- The logo is scaled to the left.
- The type is ranged left and aligns to the left hand side, unless it is on a circular package in which case in is centered.
- Imagery (if required) should be clipped out and only seen on the white background.
- The product information follows the sizing ratios set on the typography pages.
- Ensure all required mandatory information is in place and correct.
- Apply at least 3mm bleed to all artwork. Bleed is not shown in the examples below.



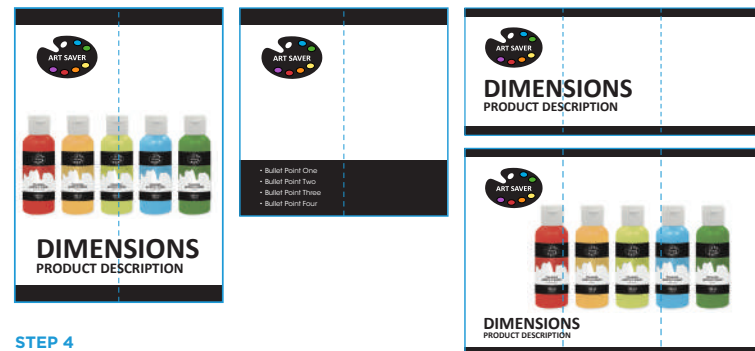
STEP 1
Divide label area into 4.



STEP 2
Add appropriate black sections to top and bottom.



STEP 3
Scale and position logo based on the guidelines set out in 'Logo Size and Placement' on page 8.



STEP 4
Scale and position typography and imagery based on the guidelines set out on pages 10 & 11.

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 Art Saver buyer for the product category.

Art Saver / Pouring Acrylic Paint / Colour Box

In Situ



5 POURING ACRYLIC PAINT
5 PAINTS · 100ml/3.5 fl oz

Art Saver / Pouring Acrylic Paint / Colour Box



Features & Benefits

BACK

Care Instructions

Address Details

Country of Origin

Set Includes: 5 x 100ml paints: Flame Scarlet, Lemon, Lime Punch, Malibu Blue and Treetop.

- Non-toxic
- Water-based
- No mixing required, pour on formula

Pouring Acrylic Paints are premixed with a pouring medium so you can start creating abstract marbled artwork straight away. Can be used on most surfaces: canvas, ceramic, plastic, paper, metal and wood. Paints are non-toxic, water based and dries to a satin finish.

Warning:
Adult supervision required for children.
Retain this packaging for future reference.
Protect all work surfaces and clothing before you begin.

If paint comes into contact with eyes, please wash out immediately with water and possibly seek medical advice.

Conforms to ASTM D-4236, Non-toxic
Article No. 80545603



210111

Barcode
Article Number
Batch Number

204mm

44mm

129mm

FRONT

Logo

Product Description

For further information see Typography p. 10

Background Colour

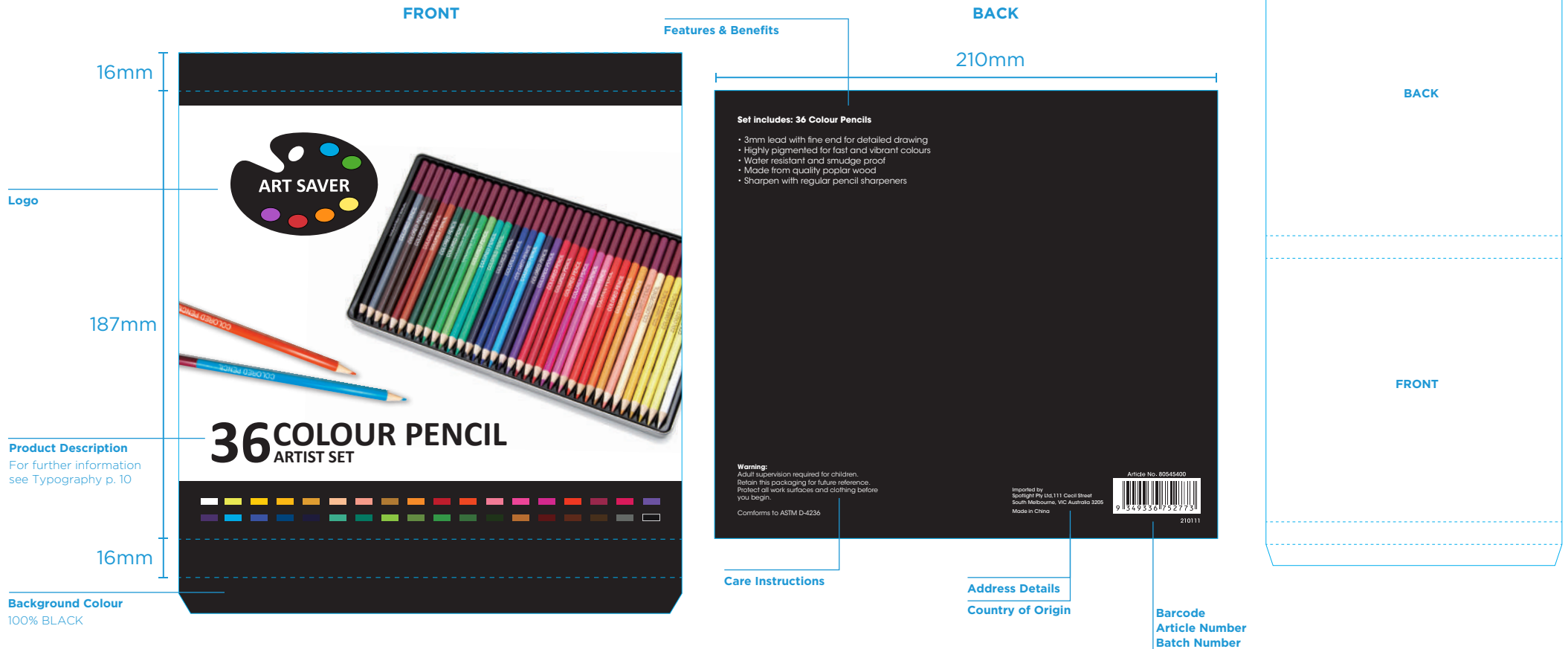
100% BLACK

Art Saver / Colour Pencil Artist Set / Colour Sleeve

In Situ



Art Saver / Colour Pencil Artist Set / Colour Sleeve



Art Saver / Pouring Acrylic Paint / Colour Label



ART SAVER

POURING ACRYLIC PAINT
LIME PUNCH

100 ml
3.5 FL OZ

Directions:

- Shake well before use.
- Layer multiple colours into a cup and pour onto surface, this is called a dirty pour. Colours can be directly poured onto the surface.
- Let the paint spread around by tilting the surface in different directions.
- Dry time will vary on amount used, leave for minimum 24 hours to ensure it's completely dry.

Tips:

- Scap and water clean up.
- Colours can be mixed to create new colours.
- For best results, ensure surfaces are primed before paint application to help the paint adhere better.
- Drop sheet and gloves are recommended during the process.

Pouring Acrylic Paints are premixed with a pouring medium so you can start creating abstract masterpieces artwork straight away. Can be used on most surfaces: canvas, ceramic, plastic, paper, metal and wood. Prints are non-toxic, water based and dries to a satin finish.



ART SAVER

POURING ACRYLIC PAINT
LEMON

100 ml
3.5 FL OZ

Directions:

- Shake well before use.
- Layer multiple colours into a cup and pour onto surface, this is called a dirty pour. Colours can be directly poured onto the surface.
- Let the paint spread around by tilting the surface in different directions.
- Dry time will vary on amount used, leave for minimum 24 hours to ensure it's completely dry.

Tips:

- Scap and water clean up.
- Colours can be mixed to create new colours.
- For best results, ensure surfaces are primed before paint application to help the paint adhere better.
- Drop sheet and gloves are recommended during the process.

Pouring Acrylic Paints are premixed with a pouring medium so you can start creating abstract masterpieces artwork straight away. Can be used on most surfaces: canvas, ceramic, plastic, paper, metal and wood. Prints are non-toxic, water based and dries to a satin finish.



ART SAVER

POURING ACRYLIC PAINT
FLAME SCARLET

100 ml
3.5 FL OZ

Directions:

- Shake well before use.
- Layer multiple colours into a cup and pour onto surface, this is called a dirty pour. Colours can be directly poured onto the surface.
- Let the paint spread around by tilting the surface in different directions.
- Dry time will vary on amount used, leave for minimum 24 hours to ensure it's completely dry.

Tips:

- Scap and water clean up.
- Colours can be mixed to create new colours.
- For best results, ensure surfaces are primed before paint application to help the paint adhere better.
- Drop sheet and gloves are recommended during the process.

Pouring Acrylic Paints are premixed with a pouring medium so you can start creating abstract masterpieces artwork straight away. Can be used on most surfaces: canvas, ceramic, plastic, paper, metal and wood. Prints are non-toxic, water based and dries to a satin finish.



ART SAVER

POURING ACRYLIC PAINT
TREETOP

100 ml
3.5 FL OZ

Directions:

- Shake well before use.
- Layer multiple colours into a cup and pour onto surface, this is called a dirty pour. Colours can be directly poured onto the surface.
- Let the paint spread around by tilting the surface in different directions.
- Dry time will vary on amount used, leave for minimum 24 hours to ensure it's completely dry.

Tips:

- Scap and water clean up.
- Colours can be mixed to create new colours.
- For best results, ensure surfaces are primed before paint application to help the paint adhere better.
- Drop sheet and gloves are recommended during the process.

Pouring Acrylic Paints are premixed with a pouring medium so you can start creating abstract masterpieces artwork straight away. Can be used on most surfaces: canvas, ceramic, plastic, paper, metal and wood. Prints are non-toxic, water based and dries to a satin finish.



ART SAVER

POURING ACRYLIC PAINT
MALIBU BLUE

100 ml
3.5 FL OZ

Directions:

- Shake well before use.
- Layer multiple colours into a cup and pour onto surface, this is called a dirty pour. Colours can be directly poured onto the surface.
- Let the paint spread around by tilting the surface in different directions.
- Dry time will vary on amount used, leave for minimum 24 hours to ensure it's completely dry.

Tips:

- Scap and water clean up.
- Colours can be mixed to create new colours.
- For best results, ensure surfaces are primed before paint application to help the paint adhere better.
- Drop sheet and gloves are recommended during the process.

Pouring Acrylic Paints are premixed with a pouring medium so you can start creating abstract masterpieces artwork straight away. Can be used on most surfaces: canvas, ceramic, plastic, paper, metal and wood. Prints are non-toxic, water based and dries to a satin finish.



ART SAVER

POURING ACRYLIC PAINT
MALIBU BLUE

100 ml
3.5 FL OZ

Directions:

- Shake well before use.
- Layer multiple colours into a cup and pour onto surface, this is called a dirty pour. Colours can be directly poured onto the surface.
- Let the paint spread around by tilting the surface in different directions.
- Dry time will vary on amount used, leave for minimum 24 hours to ensure it's completely dry.

Tips:

- Scap and water clean up.
- Colours can be mixed to create new colours.
- For best results, ensure surfaces are primed before paint application to help the paint adhere better.
- Drop sheet and gloves are recommended during the process.

Pouring Acrylic Paints are premixed with a pouring medium so you can start creating abstract masterpieces artwork straight away. Can be used on most surfaces: canvas, ceramic, plastic, paper, metal and wood. Prints are non-toxic, water based and dries to a satin finish.

Art Saver / Pouring Acrylic Paint / Colour Label



Art Saver / Acrylic Paper Pad / Cover



Art Saver / Canvas Set / Colour Card Insert



Art Saver / Acrylic Paper Pad / Cover



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

Art Saver Logo CMYK.ai
Art Saver Logo PMS.ai
Art Saver Logo Mono.ai

Art Saver Logo CMYK.eps
Art Saver Logo PMS.eps
Art Saver Logo Mono.eps

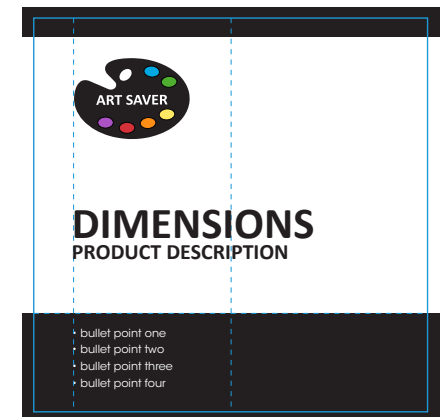
Art Saver Logo CMYK.pdf
Art Saver Logo PMS.pdf
Art Saver Logo Mono.pdf

Art Saver Logo CMYK.png
Art Saver Logo PMS.png
Art Saver Logo Mono.png

Art Saver 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 however it is not a print ready file 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 Art Saver products.