CULINARY Co.

Brand Guidelines July 2022

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 Culinary Co. brand.

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

Culinary Co / Contents

Brand Overview	02
Contents	03
Brand Toolkit	04
Packaging Checklist	05
Logo	06
Logo Usage	07
Colour and Fonts	08
Typography	09
Imagery	10
Mandatory Information	11
General Design Principles	12
Card and Paper Stock Quality/Finish	13
Packaging Examples	13
Digital Index	41
Approvals	42

Brand Toolkit

Logo: pg 6

CULINARY Co.

Colour and Fonts pg 8

C 1 R 187
M 0 G 188
Y 0 B 188
K 26
Cool Gray 4

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

White

Archer

Archer BOOK
abcdefghijklmnopqrstuvwxyz

Archer BOLD
abcdefghijklmnopqrstuvwxyz

Typography pg 9

INARY Co.

yle Name

uct Description

position: **Stoneware**

Imagery pg 10

Packaging Examples pg 13

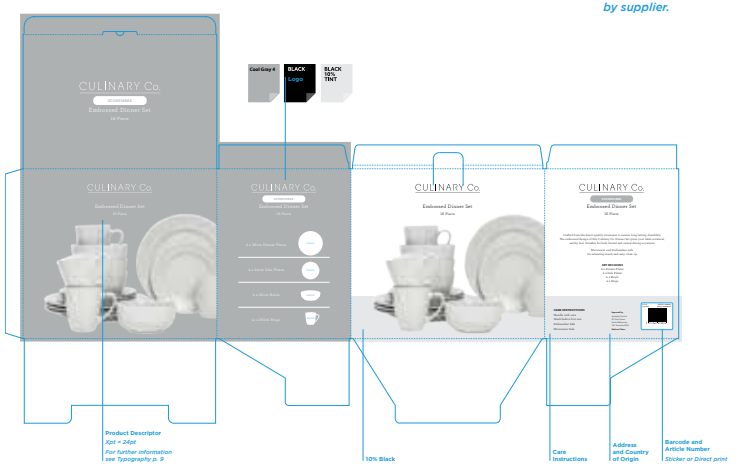
Culinary Co / Hard Homeware / Dinnerware Set / **Printed Box**

Double Sided Design
The design has a dark and light side to show the product versatility and give options when merchandising the product in store.

Culinary Co / Hard Homeware / Dinnerware Set / **Printed Box**

Artwork shown at 22%

IMPORTANT
Dieline is for visual purposes only and needs to be updated by supplier.



Packaging Checklist

The packaging checklist as seen here must be looked through and checked off whenever working on packaging artwork to assure all packaging artwork is clear, legible, and accurate and all colours, typefaces and logos match those laid out within the brand guidelines document.

If it is the first time any particular product type has been produced or there has been brand update a physical printed copy of the packaging must to the relevant buyer or assistant tor approval.

It is important that you have a signed/approved sample of your packaging and that you've specified all the above details within the checklist in a previous run. Material and printing should be verified, packaging should be measured, and colors should match your Pantone colour specifications.

This signed and approved sample of packaging has been created it important to use this as a key example all other packaging should match back too.

Once everything has been ticked off the packaging must be sent to the relevant buyer or assistant for final approval.

Packaging Sign Off

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 Happy Easter products.

PACKAGING CHECKLIST

LOGO

- ☐ It is important that the appearance of the logo remains consistent. Its orientation, colours and composition should remain as indicated in the brand guidelines document.

COLOUR

- ☐ Pantone & CMYK colors are consistent with those outlined in the brand guidelines .
- ☐ Colours are consistent with printed packaging example provided.

TYPEFACES & FONTS

- ☐ Typeface, font type and size are consistent with those outlined in the brand guidelines.

DIMENTIONS

- ☐ Are packaging dimentions consistent with those outlined in the brand guidelines.
- ☐ Do the dimentions of the product packaging allow it to be safe/secure.

COPY & MANDATORY INFORMATION

- ☐ Proofread the copy
- ☐ Barcode and Item number
- ☐ Import Information & Country of Origin
- ☐ Care & Use
- ☐ All labeling is clear, legible, and accurate
- ☐ Warning if applicable

IMAGERY

- ☐ Does image clearly show the product contained within the packaging.
- ☐ Does the lighting and colours of the image match those of the product.
- ☐ Is image of high quality.
- ☐ Does the photography suit the brand guidelines.

CARD AND PAPER STOCK QUALITY/FINISH

- ☐ Does the finish of the card stock used match that outlined within the brand guidelines.
- ☐ Does the GSM of the card stock range between 250-400gsm depending on the individual product. With the ideal usually being around 350gsm for most products.
  * There are some exceptions to this such and dinner sets and glassware set packaging which should be as thick as required to ensure the products safety as well as maintain the boxes structural integrity.
- ☐ Physical samples are to be sent for approval of quality and colour on the first run of each new set of packaging before mass production begins.

Logo

The Culinary Co. logo is simple and stylish.

In the majority of applications it appears on the Pantone Cool Gray 4 background

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 width of the 'o' for 'Co.'.

The logo should always be horizontally centered within the label area.

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 colourways.

Small use version

To ensure the legibility of the logo at a small scale. It is also to be used when the production method is crude and would not cope with the fine detail of the regular logo.
eg Laser etching or embossing.

Minimum Size

Minimum size for the logo is 15mm width

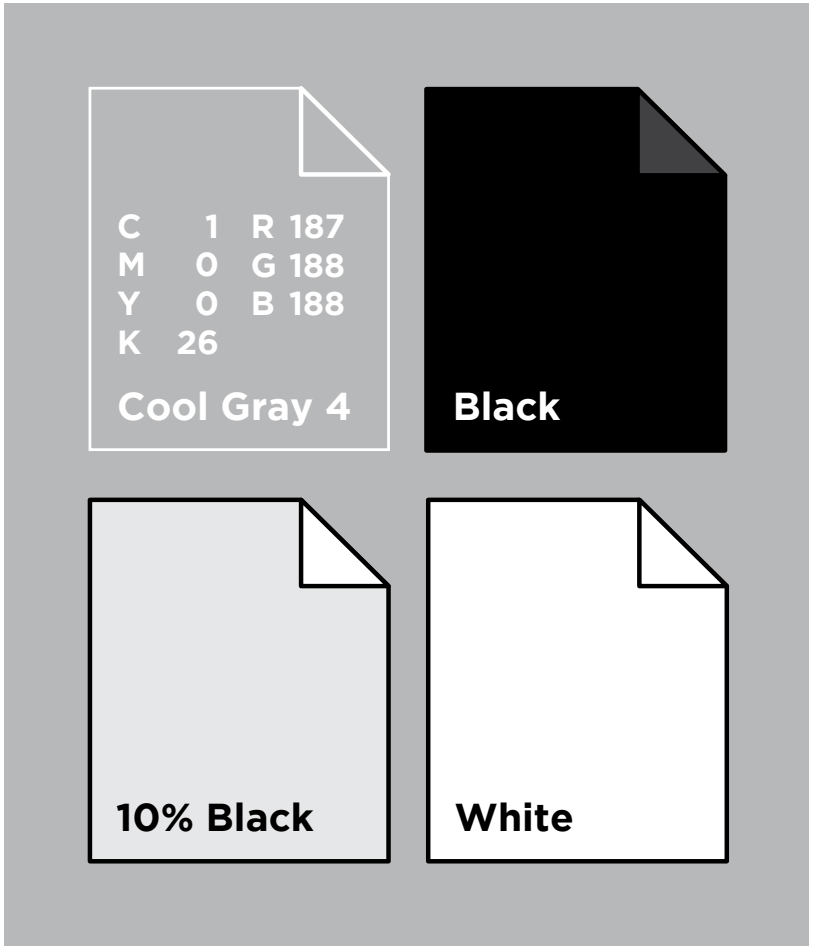
Don't remove element or adjust the layout of elements.

Don't sku or distort the logo.

Colour

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

Wherever possible Pantone Cool Gray 4 should be printed as a spot colour.



Fonts

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

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

Archer 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 headings.

As a general rule the relationship between the logo and the type size (Xpt) is approximately 2:1 but this will need to adjusted depending on the size of the label area.

Xpt Archer Book / Xpt Leading

2/3Xpt Archer Book / Xpt Leading

1/2Xpt Archer Book and **Bold** / 2/3Xpt Leading

Style Name 18pt

Product Description 12pt

Composition: **Stoneware 9pt**

When determining font sizes and dividing by 2/3 (0.66) you should round up or down to the nearest 1/2pt.

For example if the if X = 20pt

2/3 X = 13.2 Round down to 13pt.

Imagery

It is important to have a consistent approach to imagery for Culinary Co.

When should I use imagery on the packaging?

- If a product is boxed (e.g. glasses or dinnerware).
- To better understand the products features and benefits (e.g. cookware).

Photographic Style

- The lighting should be flat with minimal shadowing, but with enough to clearly see the products form.
- The product should be photographed straight on, slightly from above (as show below).
- The images should be isolated and positioned at the bottom of the label area.
  No shadows should be applied to the product imagery.
- Products should be filled with an appropriate liquid where ever possible.

Mandatory Information

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 products) or the actual product (e.g. the risk of being cut by sharp objects.).

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 supervison is advised

Red Text: 100M 100Y

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.

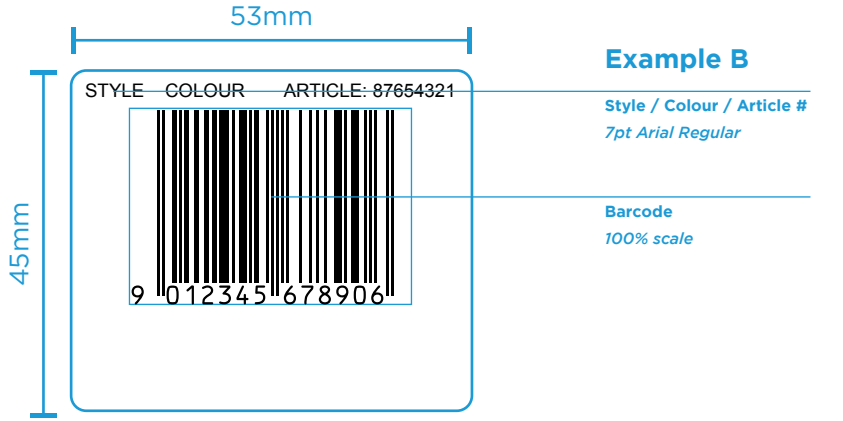
Barcode Adhesive Label

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

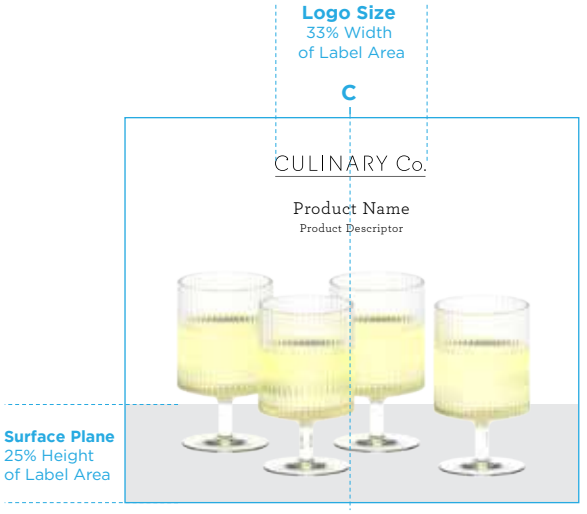


General Design Principles

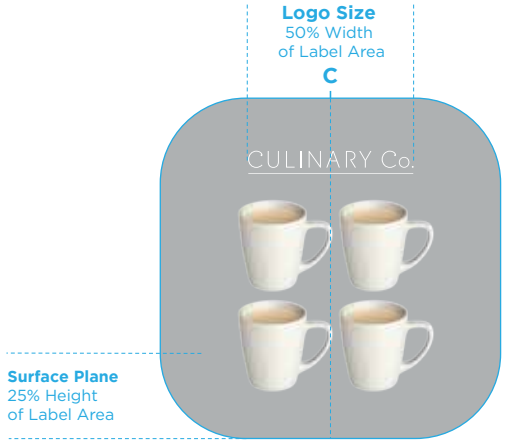
By consistently combining the key elements shown within the guidelines we can create consistency between different products and formats within the Culinary Co. product range.

- The core background colour is Cool Grey 4 and should be the basis of all designs.
- The Logo is scaled to the size determined by the label area format ratio.
- Back of pack should be left white.
- At least 3mm bleed should be applied to all artwork.
- **WITH IMAGERY**
- The bottom 1/4 (25%) of the label area is filled with 10% black depending on the background colour. This acts as a surface plane for imagery to sit on.
- The logo and Product Description are centred within the vertical space above the imagery.
- **WITHOUT IMAGERY**
- The bottom of the logo aligns to the vertical centre line of the label area and is centred horizontally.
- The Logo is scaled to the size determined by the label area format ratio.

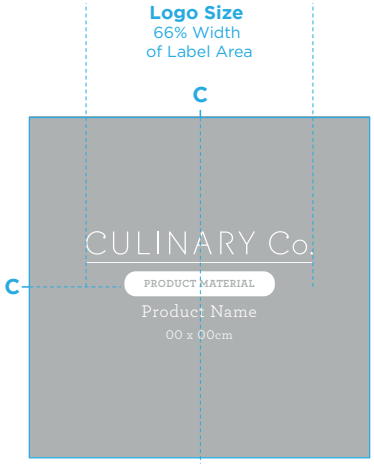
PORTRAIT (Imagery)



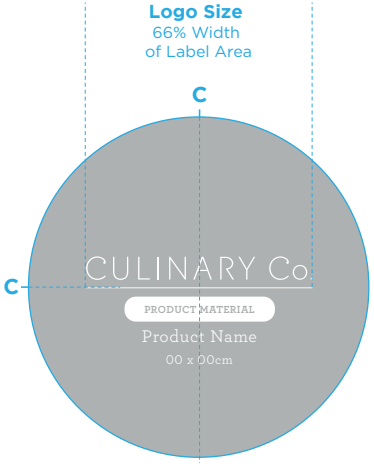
LANDSCAPE (Imagery)



SQUARE (Imagery)



SQUARE (No Imagery)



CIRCULAR (No Imagery)

LANDSCAPE (No Imagery)

Card and Paper Stock Quality/Finish

The quality of the cardstock used within the Culinary Co. packaging range is important to maintain the high quality look of the brand.

The cardstock should have a **matte finish** and a **GSM of the stock should range between 250-400gsm** depending on the individual product. With the ideal usually being around 350gsm for most products.

There are some exceptions to this such and dinner sets and glassware set packaging which should be as thick as required to ensure the products safety as well as maintain the boxes structural integrity.

Physical samples are to be sent for approval of quality and colour on the first run of each new set of packaging before mass production begins.

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 contact the Culinary Co. buyer or Spotlight marketing team for advice.

Culinary Co / Hard Homeware / Dinnerware Set / **Printed Box**

Double Sided Design

The design has a dark and light side to show the product versatility and give options when merchandising the product in store.

Culinary Co / Hard Homeware / Dinnerware Set / **Printed Box**

Artwork shown at 22%

IMPORTANT
Dieline is for visual purposes only and needs to be updated by supplier.

Product Descriptor
Xpt = 24pt
For further information see Typography p. 9

10% Black

Care Instructions

Address and Country of Origin

Barcode and Article Number
Sticker or Direct print

CULINARY Co.
STONEWARE
Ami
4 x 25cm Side Plates
CULINARY Co.
Ami
4 x 25cm Side Plates

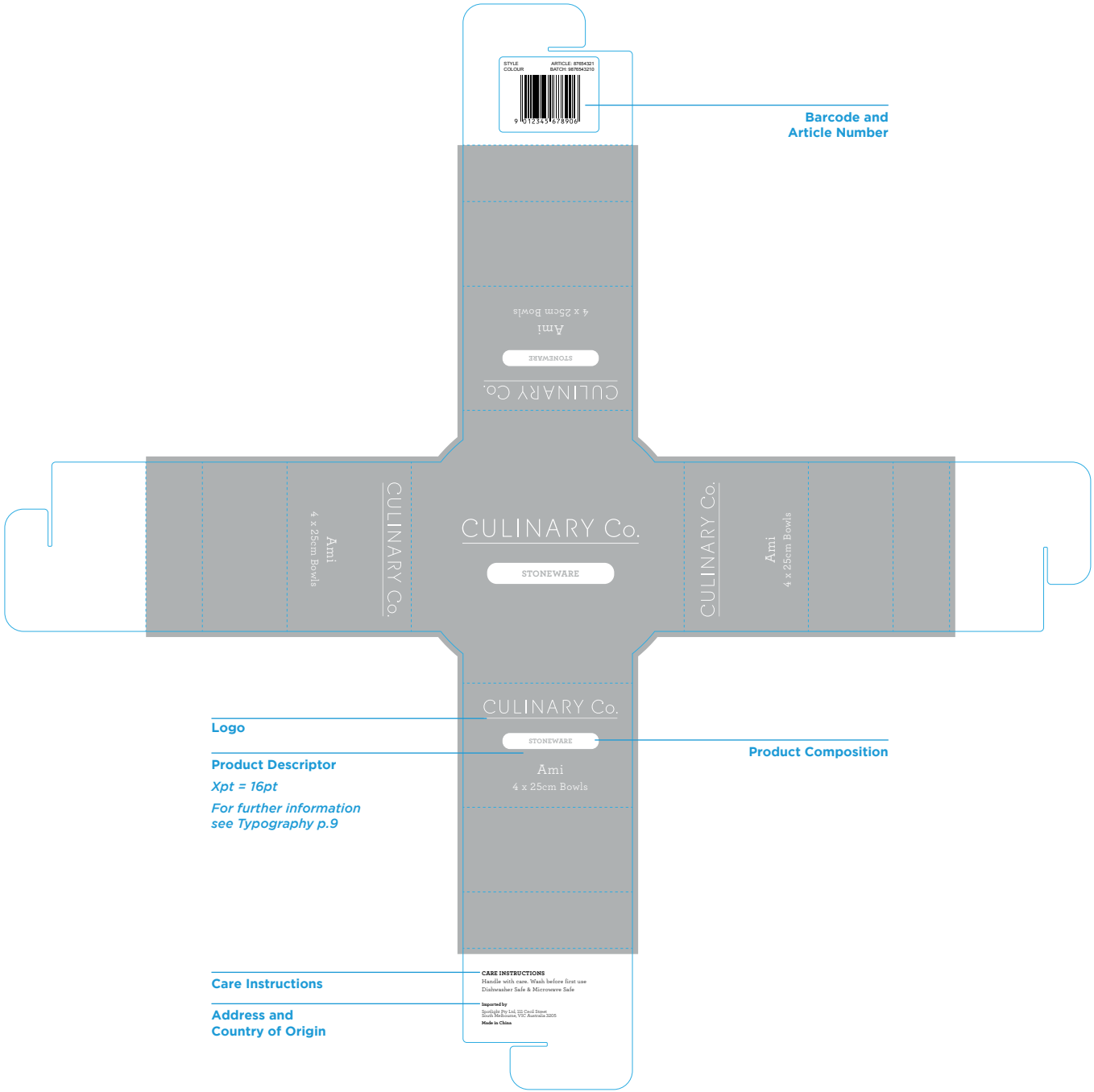
Culinary Co / Hard Homeware / **Small Bowls 4 Pack**

Artwork shown at 30%

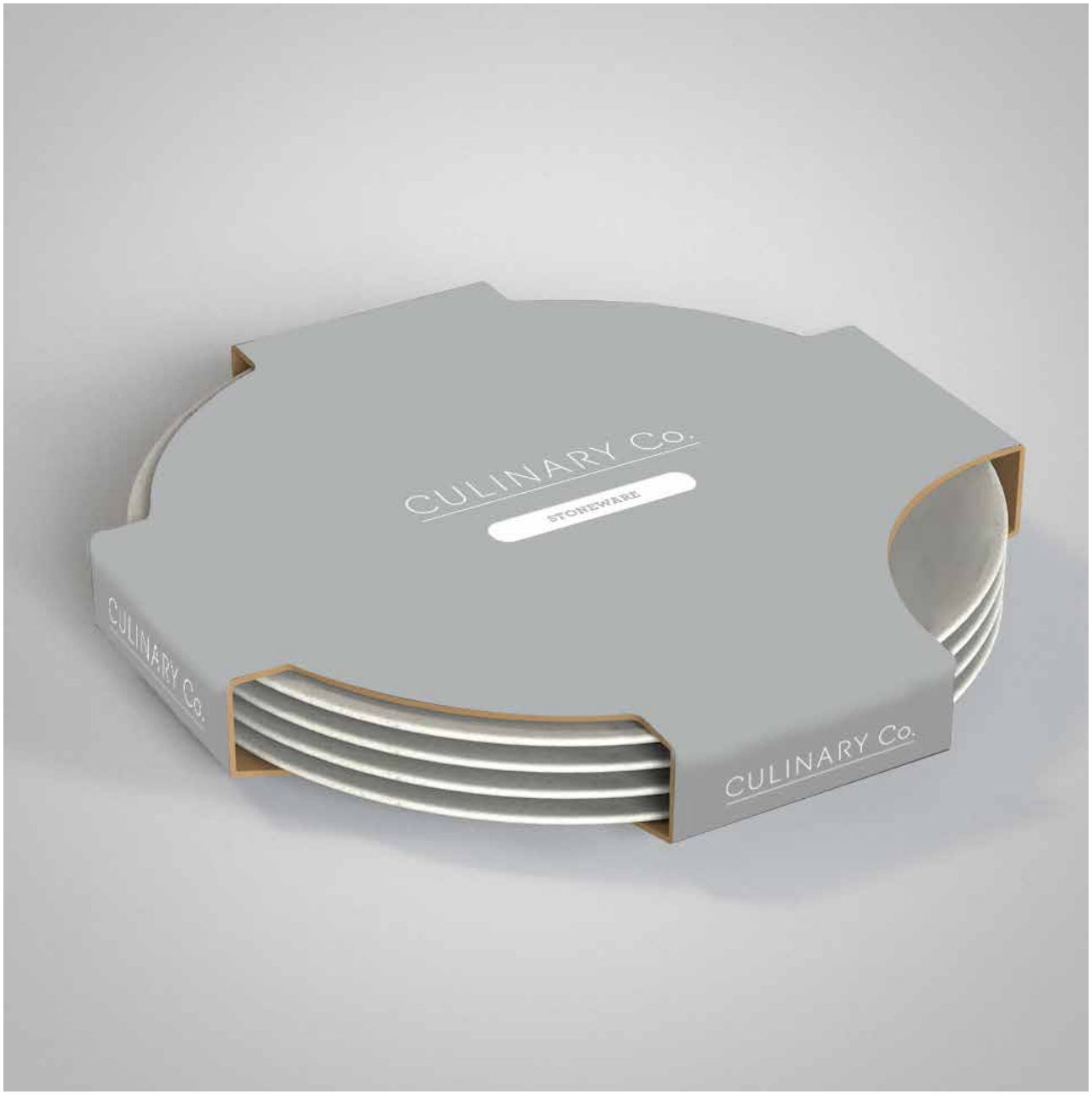
Substrate:
Coated Cardboard

IMPORTANT

Dieline is for visual purposes only and needs to be updated by supplier.



Culinary Co / Hard Homeware / **Side Plates 4 Pack**



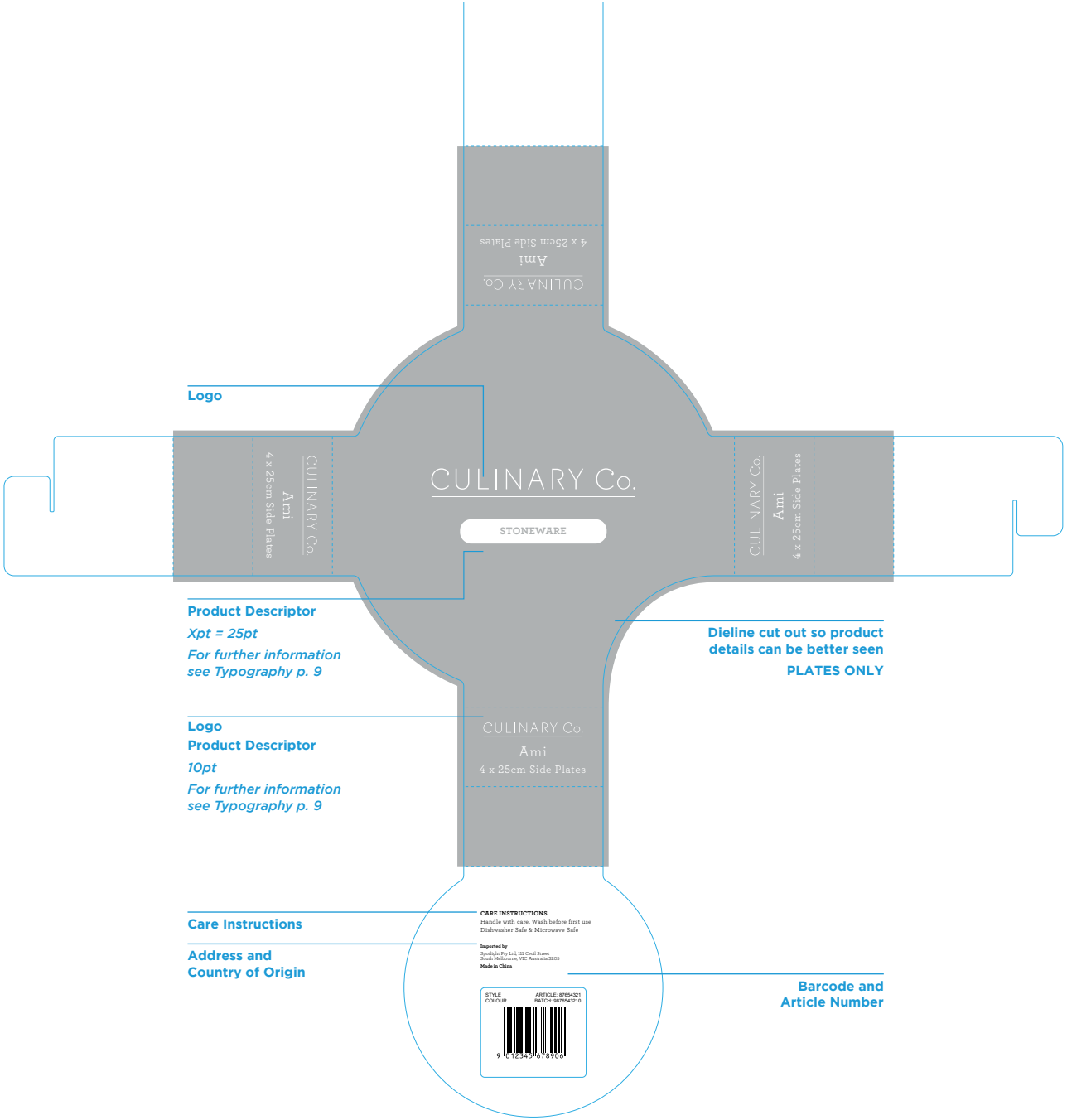
Culinary Co / Hard Homeware / **Side Plates 4 Pack**

Artwork shown at 30%

Substrate:
Coated Cardboard

IMPORTANT

Dieline is for visual purposes only and needs to be updated by supplier.



CULINARY Co.
CULINARY Co.
STONEWARE
Ami
4 x 250ml Mugs
CULINARY Co.

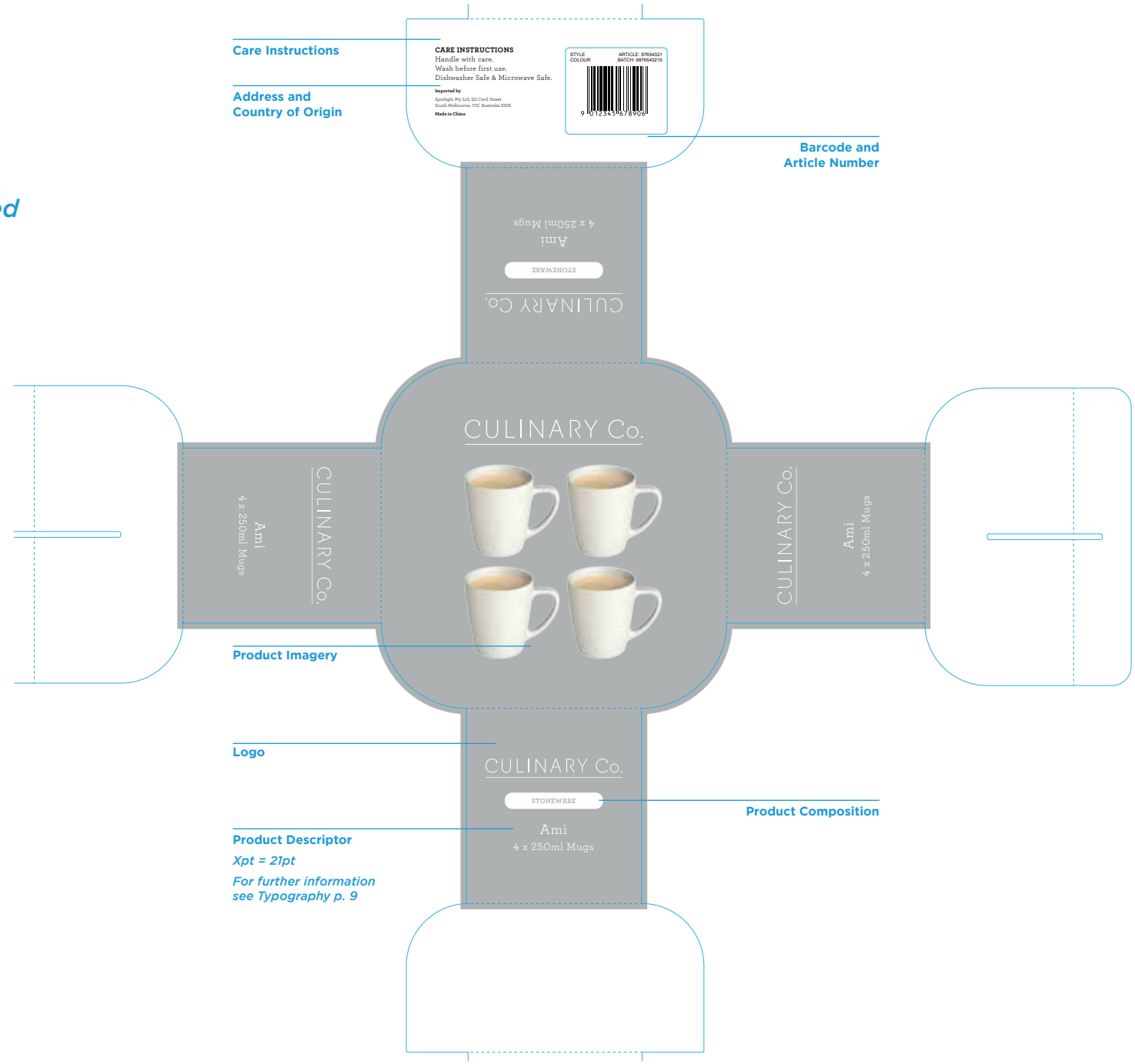
Culinary Co / Hard Homeware / **Mugs 4 Pack**

Artwork shown at 30%

Substrate:
Coated Cardboard

IMPORTANT

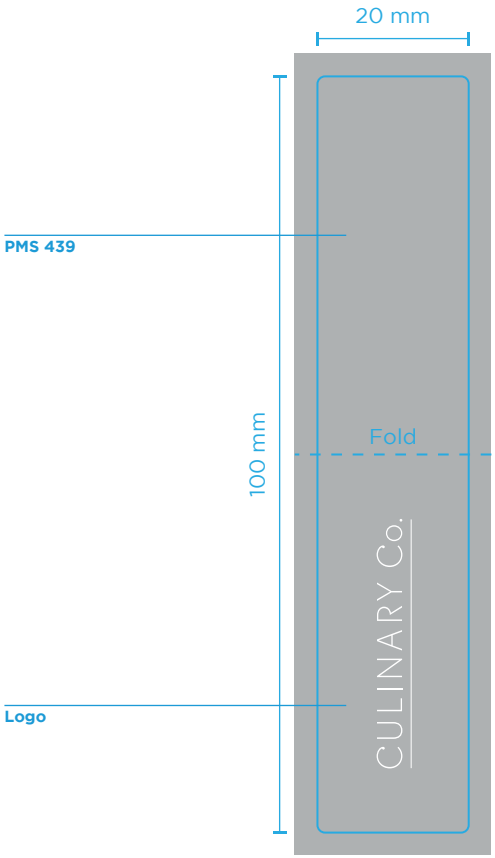
Dieline is for visual purposes only and needs to be updated by supplier.

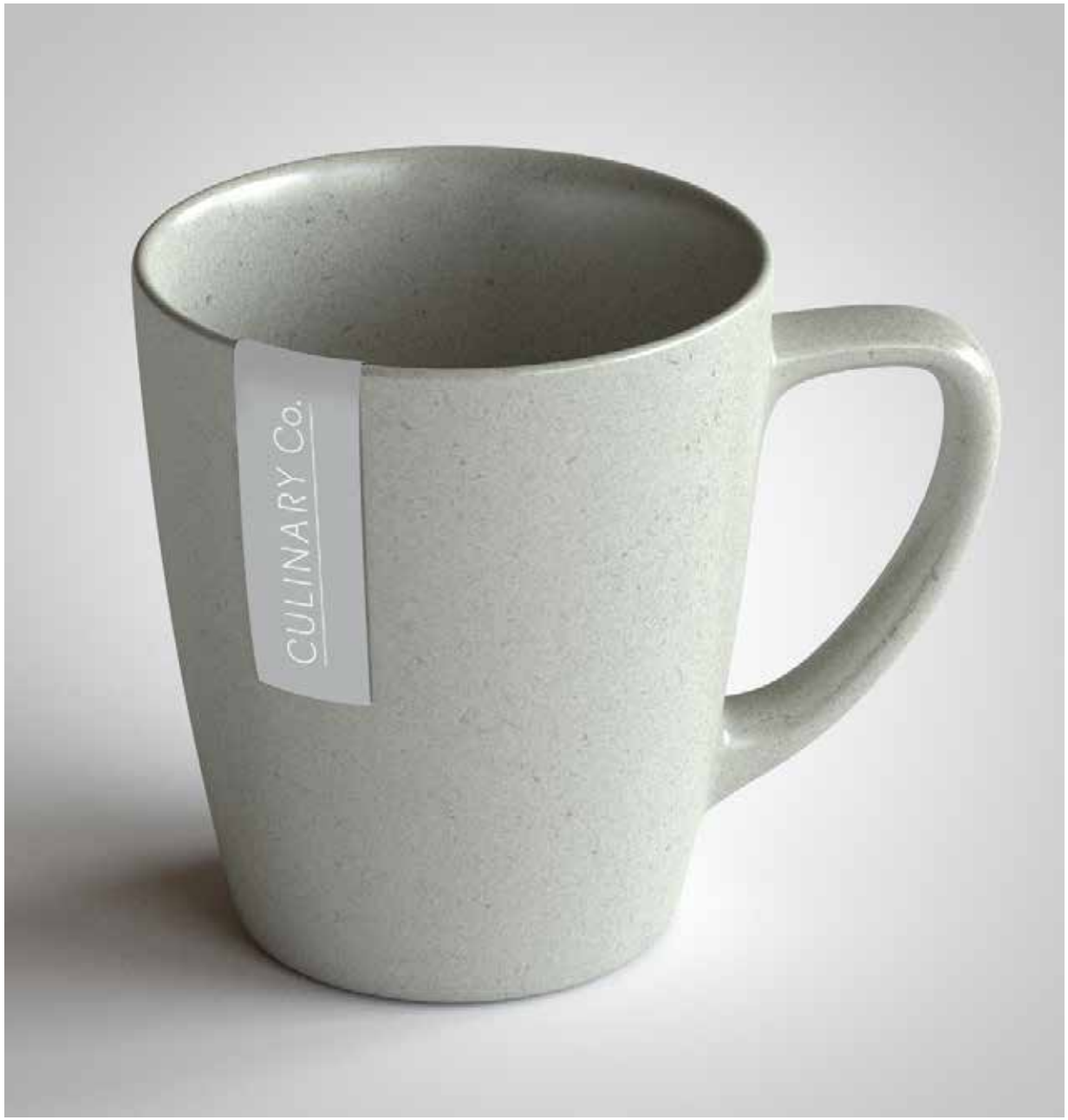


Culinary Co / Hard Homeware / Edge Sticker / **Loose Dinnerware**

Artwork shown at 100%

Substrate: Self Adhesive Label

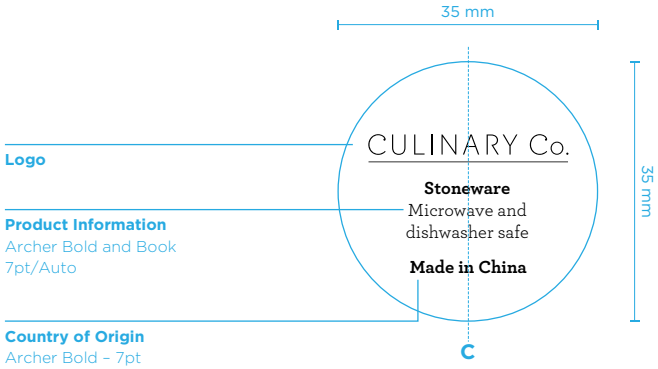


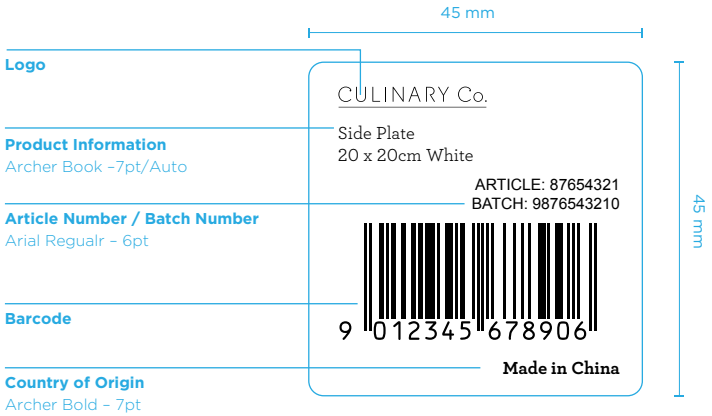


Culinary Co / Hard Homeware / Backstamp / **Dinnerware**

Artwork shown at 100%

In Situ shown at 100%





Culinary Co / Hard Homeware / Cutlery Set / **Window Box**

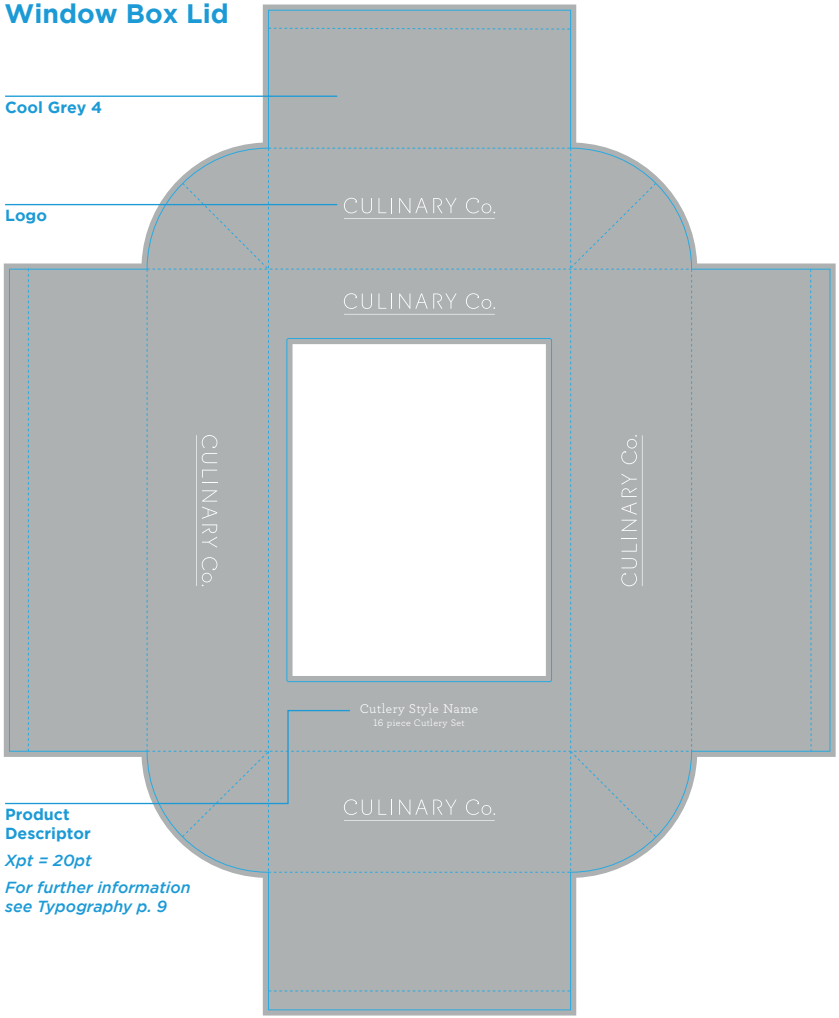
Culinary Co / Hard Homeware / Cutlery Set / **Window Box**

Artwork shown at 30%

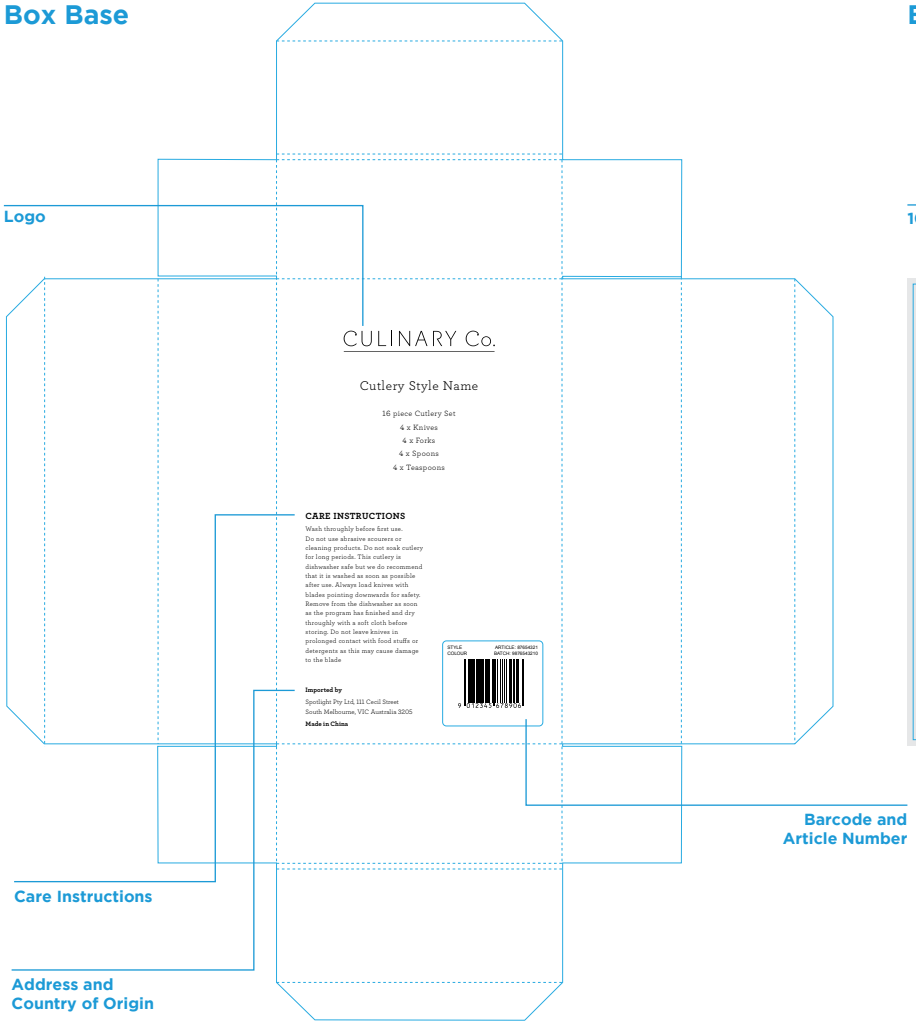
Substrate:
Coated Cardboard

IMPORTANT
Dieline is for visual purposes only and needs to be updated by supplier.

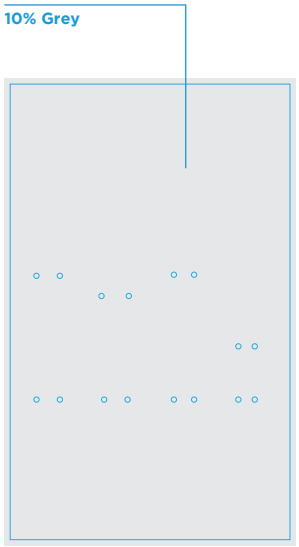
Window Box Lid



Box Base



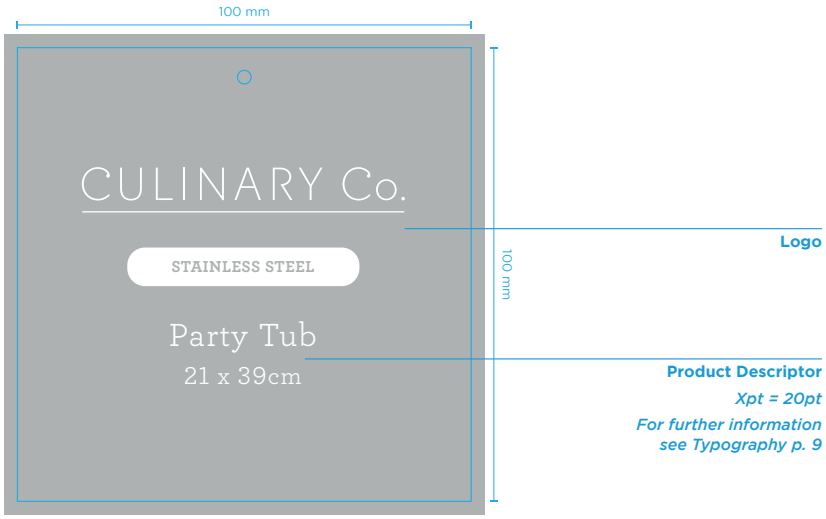
Box Insert

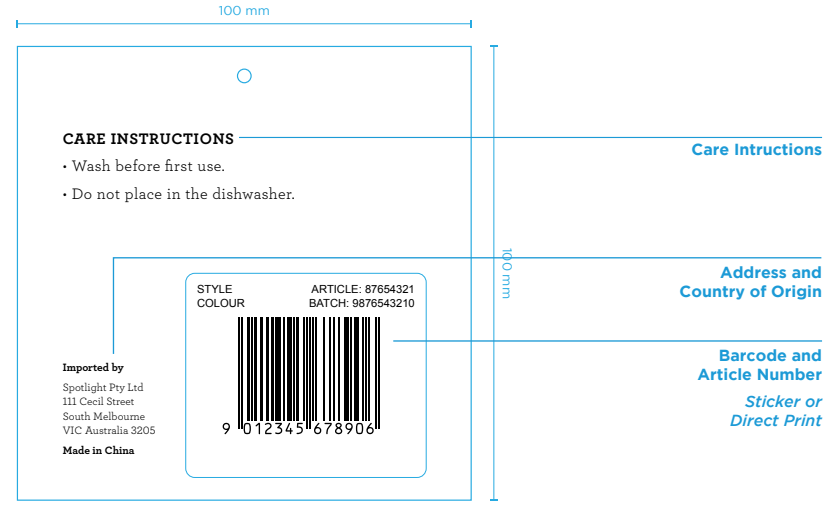


Culinary Co / Hard Homeware / Paddle Board / **Swing Tag**

Artwork shown at 60%

Substrate:
Cardstock



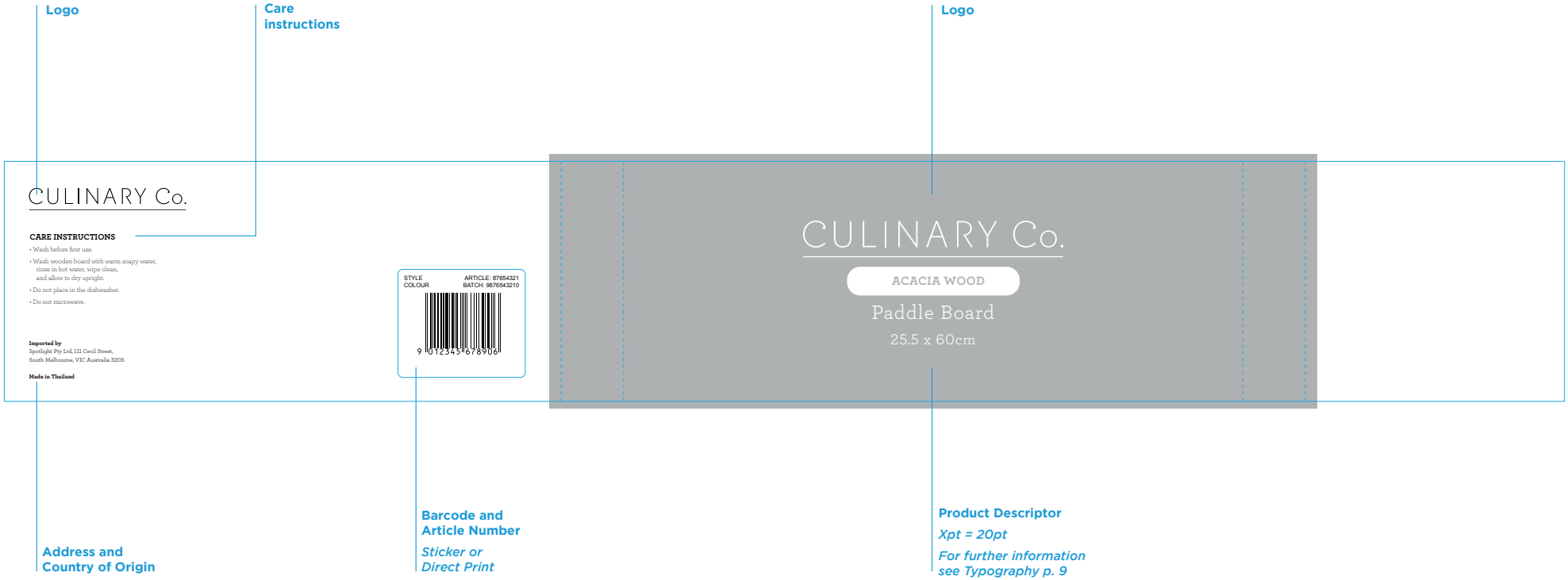


CULINARY Co.
ACACIA WOOD
Paddle Board
25.5 x 60cm
CULINARY Co.
CARE INSTRUCTIONS

Culinary Co / Hard Homeware / Paddle Board / **Paper Belly Band**

Artwork shown at 40%

Substrate:
Cardstock

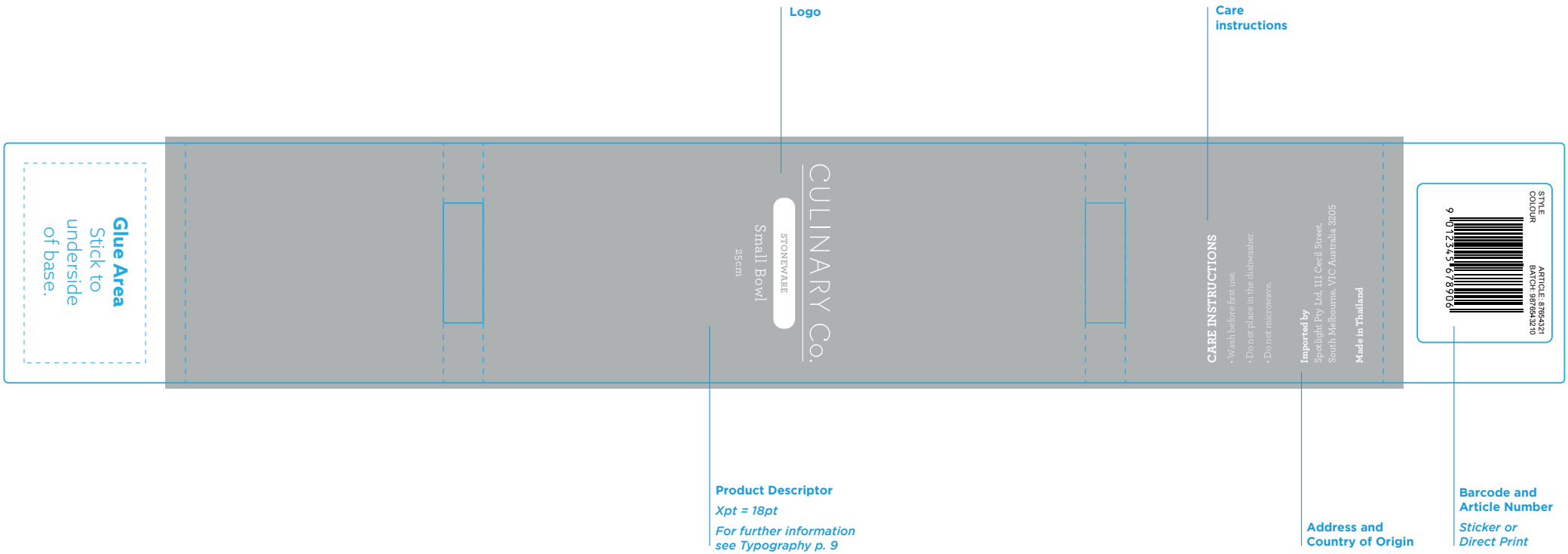


CULINARY Co.
Small Bowl

Culinary Co / Hard Homeware / Small Wooden Bowl / **Paper Band**

Artwork shown at 70%

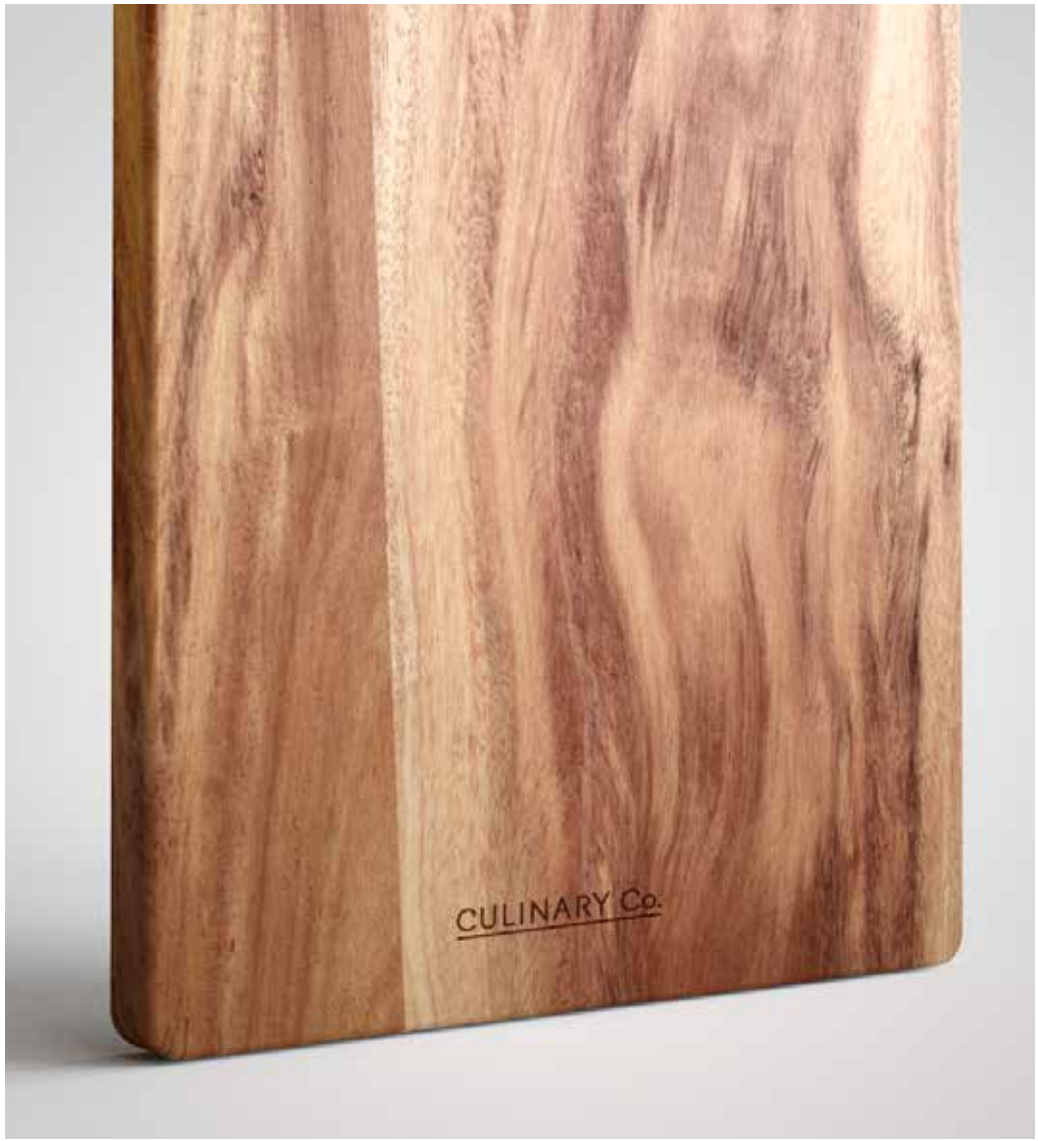
Substrate:
Cardstock



Culinary Co / Hard Homeware / Paddle Board / **Laser Etched Branding**

Artwork shown at 50%

Substrate: Laser Etched Wood



CULINARY Co.
Set of 2 Teatowels
70 x 45cm

CULINARY Co.
Oven Mitt
89 x 17cm

Culinary Co / Napery / Apron, Teatowels & Oven Textiles / **Swing Tag**

Artwork shown at 70%

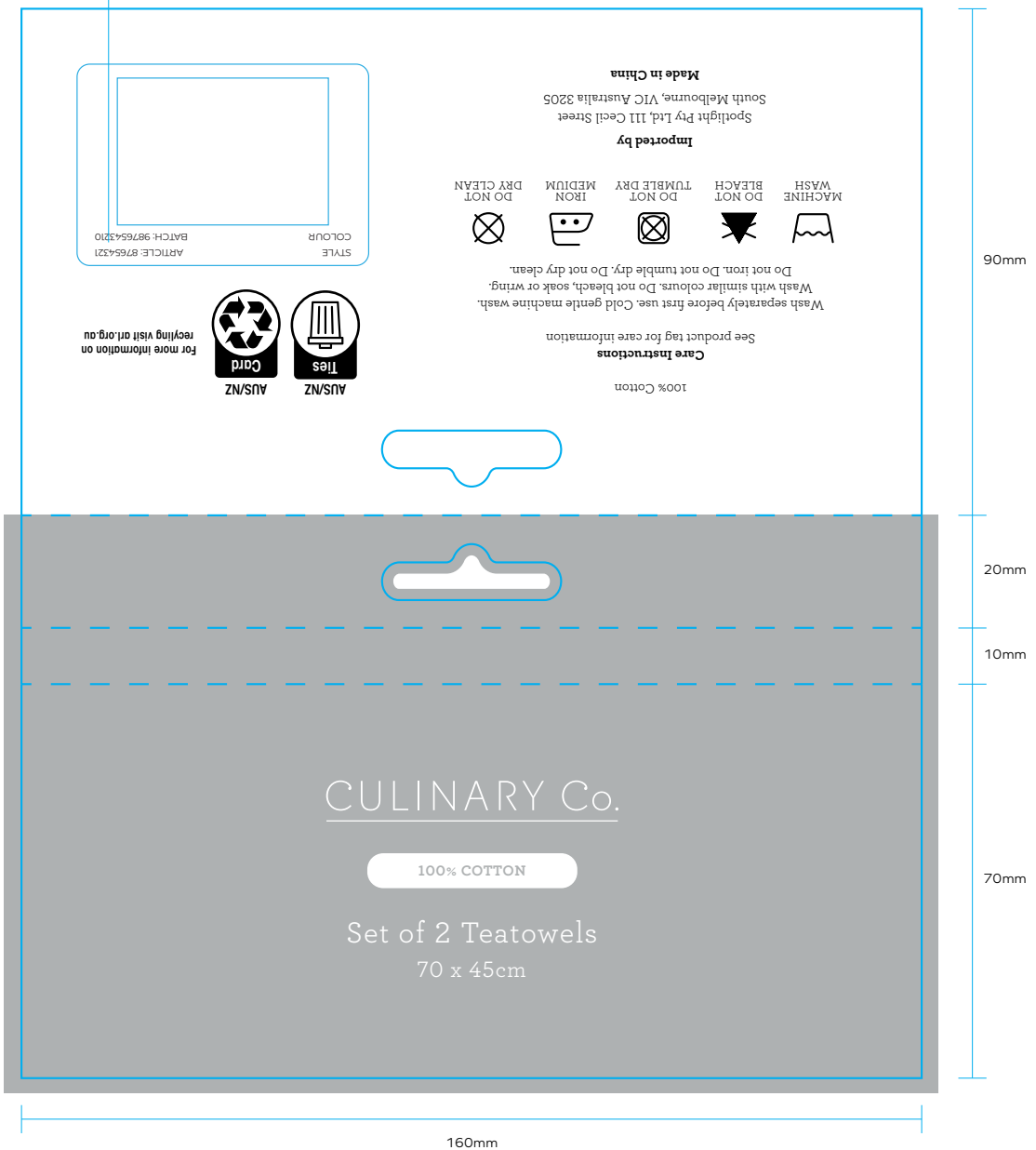
Substrate:
Cardstock

Culinary Co / Napery / Apron, Teatowels & Oven Textiles / **Header Card**

Artwork shown at 70%

Substrate:
Cardstock

ARL icons must be approved through the proper chanels before printing.



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

Working files of the packaging examples have been supplied as a starting point for packaging designs. However, they are not final artwork and all content especially dielines 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 Culinary Co. products.