

# emerald hill

## Brand Guidelines

December 2020  
LAST UPDATED 07/06/2024

**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 Emerald Hill 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
Topographic Pattern	14
ARL Information	15
Social Responsibility	19
Environmental Claims	20
Packaging Anatomy	21
Mandatory Information	22
General Design Principles	24
Packaging Examples	25
Digital Brand Index	52
Approvals	53

## Brand Positioning

**Emerald Hill** Contemporary styles combined with great quality and prices. We're sure to have something for every families home budget. Z2 promotional brand. Positioned between Good and Better.

Brand Values

**CONTEMPORARY**

**GREAT VALUE**

**QUALITY**

**ON TREND**

Tier

**BEST**

**BETTER**

**GOOD**

**ENTRY**

Categories

**BED LINEN**

**BEDDING**

**BLANKETS**

**BATH**

**HOME TEXTILES**

**READY MADES**

Household Type

**TRADITIONAL**

**CLASSIC**

**CONTEMPORARY**

**ON TREND**

**BEACH HOUSE**

**ESSENTIALS**

Brand Personality

**FASHIONABLE**

**FUNCTIONAL**

**RELEVANT**



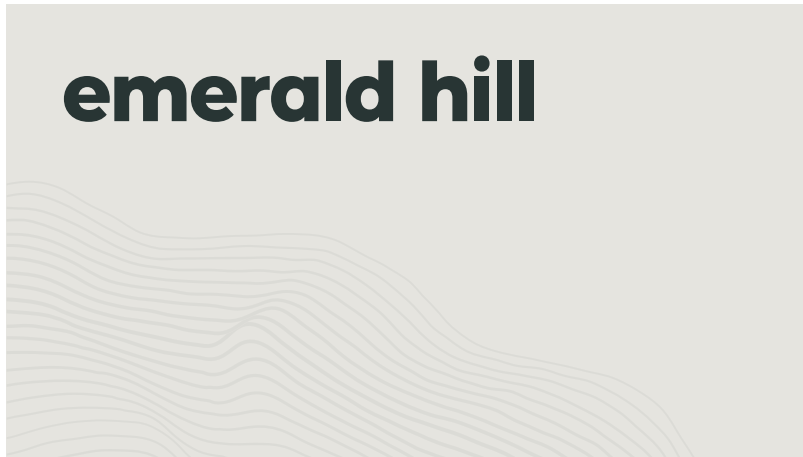
# Brand Toolkit

Brandmark pg 9-10

Colour and Fonts pg 9

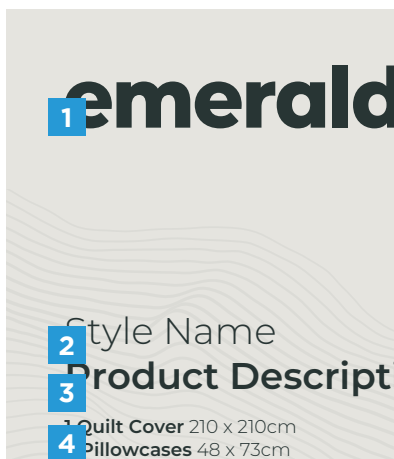
Typography pg 10

Imagery pg 13

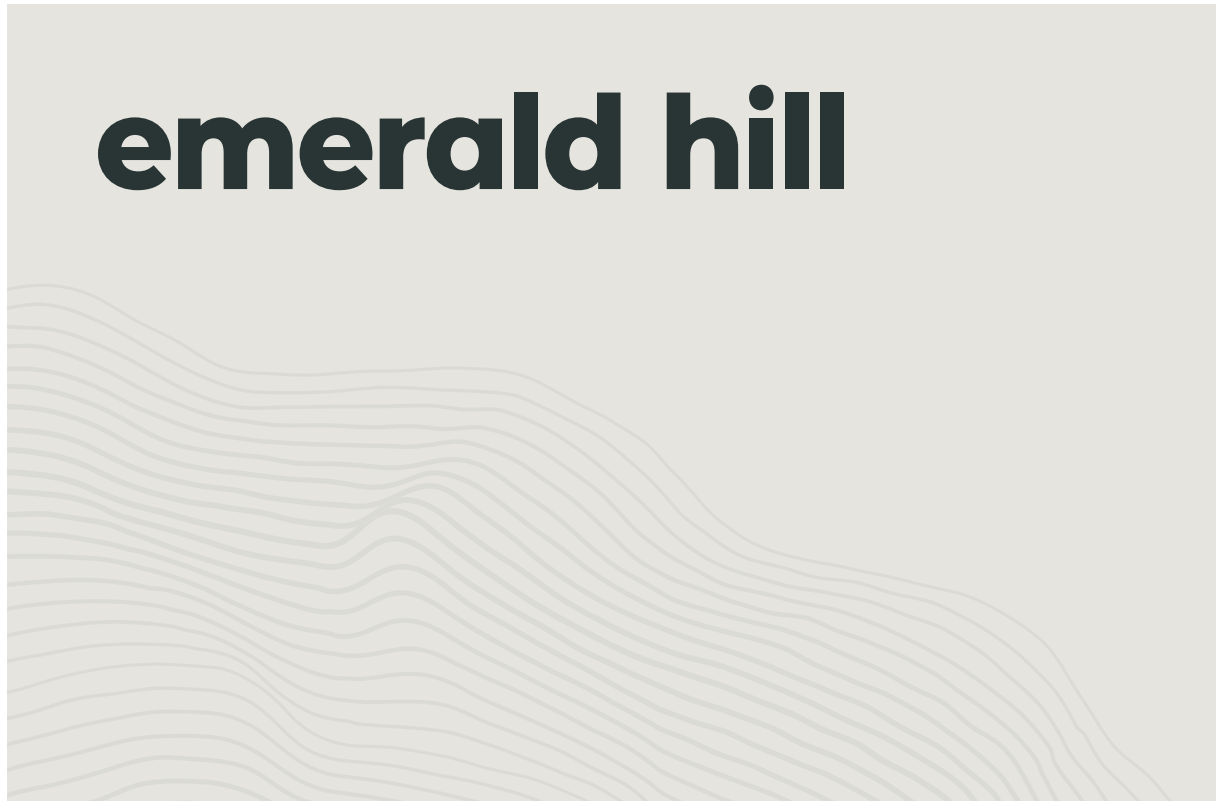


Pack Anatomy pg 15

Packaging Examples pg 20-31



## Logo



The Emerald Hill logo is quietly confident.

The logotype is a very dark green which subtly alludes to the sophistication of an 'emerald'.

The type is simple and bold, whilst the 'topographic pattern' delicately references both the 'hill' and the ripples and folds of fabric.

The background is neutral, natural and has an element of warmth.

# 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 (shown as the blue line below).



## Minimum Size

To ensure the logo is always clearly visible it should not be used any smaller than 15mm wide.

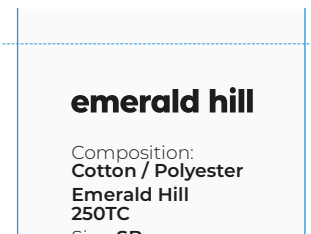
## Mono Logo

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.



Emerald Hill Egyptian Towels  
Bath Towel reg \$25 now \$12ea  
Face Washer reg \$12 now \$6ea



## 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** change the colourways.



**Don't** amend the scale or placement of the logotype.



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

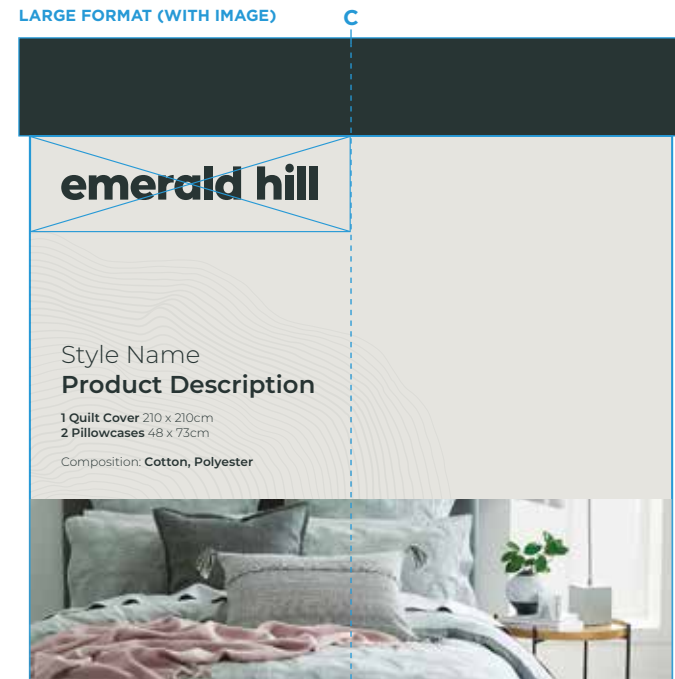
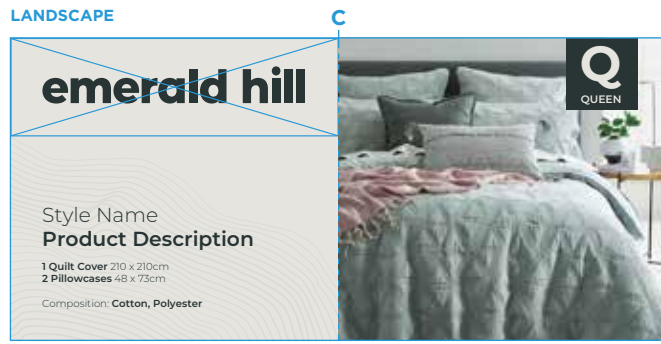
# Logo Size and Placement

The logo always sits in the top left-hand corner of the label area.

It should be scaled to the width of the available label area.

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

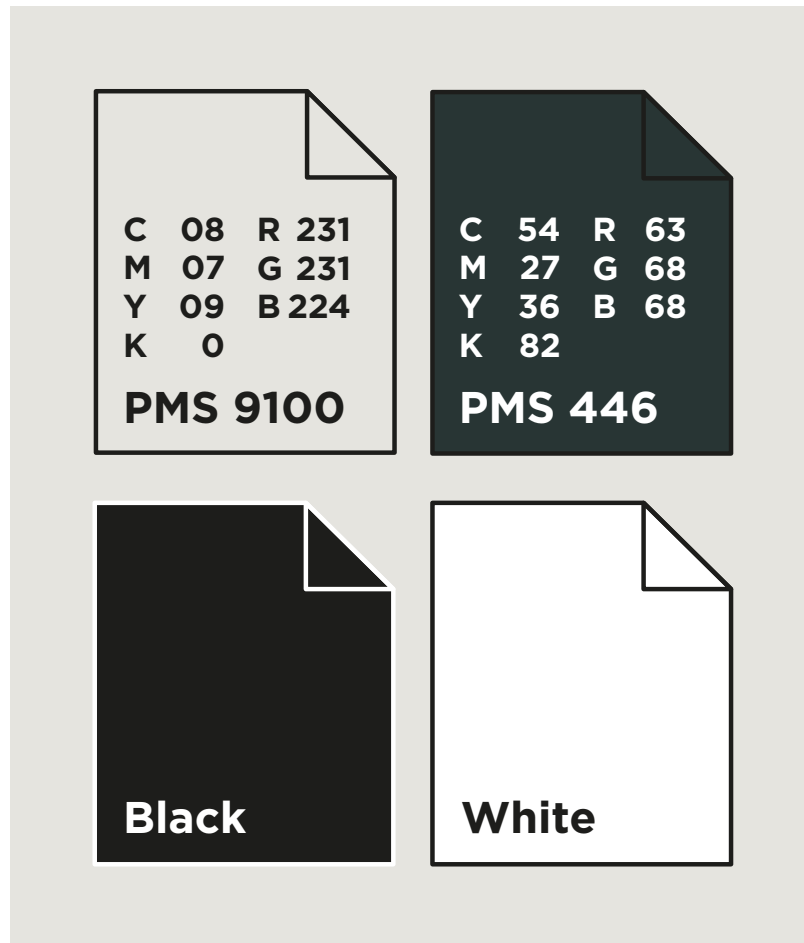
For large format labels, scale the logo to half the width of the label area.



## Colour

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

Wherever possible PMS 9100 and PMS 446 should be used.



## Fonts

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

### Montserrat Semi Bold

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890!  
@#\$%^&\*()

### Montserrat Light

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
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 titles.**



# Typography

Follow the ratios outlined below for all on-pack information.

Style Name

**Product Description**

**1 Quilt Cover** 210 x 210cm

**2 Pillowcases** 48 x 73cm

Composition: **Cotton, Polyester**

Xpt Montserrat Light / Auto Leading

**Xpt Montserrat Semi Bold / Auto Leading**

0.5Xpt Montserrat Semi Bold / 0.5Xpt Montserrat Light / Auto Leading

0.5Xpt Montserrat Semi Bold / 0.5Xpt Montserrat Light / Auto Leading

0.5Xpt Montserrat Light / **0.5Xpt Montserrat Semi Bold / Auto Leading**

# Typography

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 3 Xpt=18pt

Style Name example  
over two lines 18pt  
**Product Description** 18pt

Secondary Title 13.5pt

00 x 00cm 9pt

Composition: **Material** 9pt

## Minimum Size

Style Name 12pt  
**Product Description** 12pt

00 x 00cm 9pt

Composition: **Material** 9pt

## Example 2 Xpt=24pt

Style Name 24pt  
**Product Description** 24pt

00 x 00cm 12pt

Composition: **Material 1 / Material 2** 12pt

## Example 4 Xpt=24pt

**240** 48pt  
Thread Count 24pt  
**Sheet Set** 24pt

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

Composition: **Polyester** 12pt



# 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



**Product Imagery**



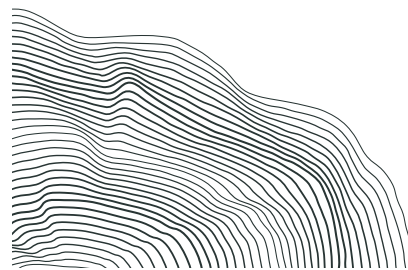
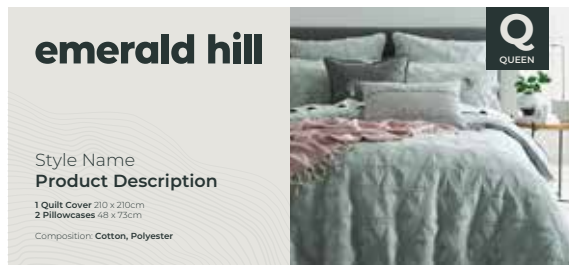
**Product Icons**

The icons shown above are style references only. Icon content for packaging is to be advised by department.

# Topographic Pattern

The brand graphic references a topographic map of a 'hill'. It is to be used on all labels.

- The pattern is used subtly in the background of the label area. It is set to multiply and reduced to a 5% tint.
- It can be scaled and cropped to suit the available space.
- The graphic should fill approximately 50% of the label area.
- The graphic should not enter the clearspace of the logo.
- Product information can be placed over the top of the graphic.



Topographic Pattern

Example 1



Example 2 - Square



Example 3 - Portrait



Example 4 - Landscape



**As part of our commitment to social responsibility, it is a MANDATORY requirement of Spotlight Group Holdings that product packaging incorporates the Australasian Recycling Logo (ARL) to help consumers recycle correctly. Use of the ARL is controlled by the Australian Packaging Covenant Organisations (APCO). This guide has been prepared to assist with adding recycling information to packaging. You must ensure that you meet all requirements as outlined on the CHECKLIST on page 4 to use the ARL on packaging and that you adhere to all APCO and ARL user guidelines.**

The ARL is a labeling program that provides the tools to designers to help consumers understand the correct disposal of packaging across both Australia and New Zealand.

**All packaging must go through PREP** (Packaging Recycling Evaluation Portal) to assess the recycling classification of each separate packaging component. Once classified, the standardised label system of ARL can be used on the packaging in conjunction with PREP. Packaging should be assessed in the state it would be after consumption. **‘Does the consumer have to remove this from the main item?’ If yes, it is a separate component.**

If no, it is a secondary material.

**PREP assumes packaging is clean and empty at the time of disposal.**



### Recyclable at Kerbside

The recyclable **‘Opaque’ mobius** communicates that consumers that item should be placed in their kerbside recycling.



### Conditionally Recyclable

The recyclable **‘Outlined’ mobius** communicates that consumers that item is less widely accepted at kerbside and consumers should **check locally** with their council to determine suitability. This may include being accepted at an alternative location **or an ‘action’** such as ‘remove handles’ can take place by the consumer to make it acceptable at kerbside.



### Not Recyclable at Kerbside

The bin symbol communicates to consumers to **dispose of their non-recyclable packaging thoughtfully in the general waste bin.** This symbol is also used when PREP is unable to classify recyclability due to insufficient input for evaluation. **You must complete PREP evaluations with all required information.**

### ARL Website URL

Directs consumers to further information on recycling.

### Separate Component

Identifies the specific packaging component the label relates to.

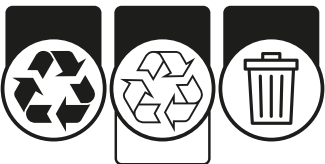
### Classification

Indicates whether the packaging component is ‘Recyclable’, ‘Conditionally Recyclable’ or ‘Not Recyclable’.

### Instructions

An approved consumer behaviour or alternative destination that improves the recyclability of the particular packaging component.

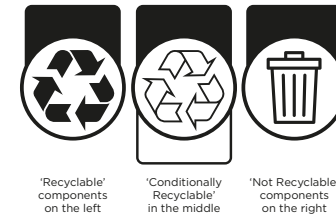
For more information on recycling visit [arl.org.au](http://arl.org.au)



### Horizontal Arrangement

Horizontal placement is preferred, with vertical placement a secondary option where space doesn’t allow for a consistent horizontal application.

The order of packaging components must position **‘Recyclable’ components to the left, ‘Conditionally Recyclable’ components in the middle and ‘Not Recyclable’ components to the right when horizontal.** When vertical, the ‘Recyclable’ components should be placed at the top, ‘Conditionally Recyclable’ components in the middle and ‘Not Recyclable’ Components at the bottom.



### URL Formatting

**A URL must always be present** when using the ARL artwork to direct consumers to further information. Please refer to the below options for the use of the ARL URL ([arl.org.au](http://arl.org.au)/[arl.org.nz](http://arl.org.nz)) in correlation with the ARL artwork. If you are selling products exclusively into Australia, use the URL ‘[arl.org.au](http://arl.org.au)’. If you are selling exclusively for the New Zealand market, please use the ARL URL ‘[arl.org.nz](http://arl.org.nz)’. It is preferred that the URL is placed to the top or the right of the ARL artwork.

If products are sold to both markets, it is at the Members’ discretion to refer to the most applicable ARL URL and corresponding artwork(s). Organisations are encouraged to utilise the URL reflective of where most of the product will be sold.

There are two URL options: **‘For more information on recycling visit [arl.org.au](http://arl.org.au)/[arl.org.nz](http://arl.org.nz)’** In the case of limited on-pack labeling area, it is permitted to display only the ARL URL: **‘[arl.org.au](http://arl.org.au)/[arl.org.nz](http://arl.org.nz)’.**

### Placement

**Placement of the ARL on-pack should reflect how the packaging will be disposed of by consumers.** Outer packaging should have the ARL on-pack relevant to all of the packaging components, whilst the inner packaging components should be labeled with their relevant ARL. For example, a box containing ice-creams will have the Box, Wrap and Stick ARL on the box, whilst the wrap is labeled with the ARL for both the Wrap and Stick (as the stick cannot be printed on individually). **This ensures relevant recycling information of packaging at the time of packaging disposal.**

## Colour

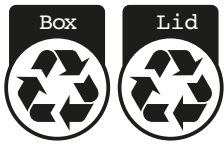
The ARL symbol may be any one solid colour provided the symbol(s) are clear, legible and compatible with the packaging background. The ARL is not permitted to be placed on a busy background. A reversed version has been created for darker backgrounds. Please note: The Recyclable ARL should always have a coloured in/opaque mobius loop, while the Conditionally Recyclable mobius loop remains transparent.

## Separable Component

This includes the main packaging and any items that will be separated by the consumer to consume the product. Each component must have an ARL symbol that is easily identifiable to the consumer.

Only one separable component is to be identified in each ARL Symbol. If the packaging is comprised of more than one separable component with the same classification you must list multiple ARL symbols.

### Best Practice



### Not Permitted



## Separable Component Exceptions

If packaging labeling real-estate is limited, only two not recyclable components can be combined within one standard ARL. Evidence of the item's limited on-pack labeling space must be kept for auditing purposes.

If you have a packaging format that is composed of multiples of the same component, these components may be labeled with one ARL provided they meet the following conditions:

- They are made of the same materials (all primary and secondary materials)
- They have the same recyclability outcome (as they are the same materials),
- The components serve the same functionality, and
- Consumers will identify them as the same component.

For example, you may have multiple 'Dividers' within a larger box – these can be represented by the one, pluralised ARL: 'Dividers'.



## Instructions

Additional information for the consumer action in order to recycle the separable component. This includes **instructions for an alternative destination or to check locally** for recyclability or consumer behaviour that when performed will improve the recyclability of the packaging. See approved Consumer Behaviours for acceptable actions.

## Approved Consumer Behaviours

There are several Approved Consumer Behaviours supported by APCO and PREP that will increase the recyclability of an item. The common items that require consumer behaviours to be recycled are advised with the PREP Recyclability Evaluation Report.

The instructional text, when placed on-pack, can be wrapped to fit across a maximum of three (3) lines.



### Cardboard: Flatten to Recycle

Applies to cardboard cartons that may not readily crush in a recycling truck such as those used for the storage of electronic equipment. 3D cardboard may travel to plastics stream.



### Aluminum Foil: Scrunch into Ball or Fold to Recycle

Applied to aluminum foil as 2D foil will travel to the paper stream at a Material Recovery Facility (MRF). Ball must be at least 20mm in two dimensions, when 'scrunched', to be recycled.

For items that are larger than 200mm in two directions and will be screened out at the cardboard (OCC) stage of a MRF. When folded once, it must have two dimensions <200mm and must retain these dimensions.



### Small Paper: Place in Used Envelope

Small paper items will be blown away at the recycling facility and not be recovered. Placing them in a used envelope will allow the small paper items to be recovered.



### Less Widely Accepted Packaging Items: Check Locally

For items where the council collection status falls within the Less Widely Accepted thresholds (where between 60-80% in Australia, and 50-80% for New Zealand, of the population have access to a kerbside service). Consumers will need to check with their local council to determine if these materials are accepted in their kerbside recycling bin.



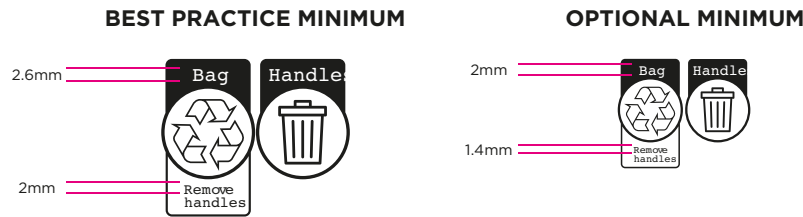
### Comprised of 'Other' Materials: Remove Component

Applicable to packaging that has an attachment that does not meet the secondary material thresholds for recycling the main packaging item. For example, paper bag with material handles. The 'Component' must also be labeled separately to direct the consumer of that item's disposal method.

## DESIGN

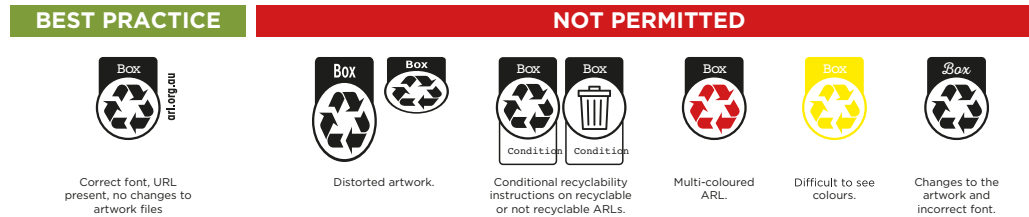
The below design considerations must be adhered to when applying the ARL artwork to product packaging.

- Font for the separable component name, URL and any consumer instruction **text must be ITC Avant Garde Gothic, Demi Condensed**.
- The minimum text size for the **component name and URL text is 2mm in height**. For the conditional recyclability instructional text, this can be reduced to a minimum of 1.4mm in height where space is limited. This height is reflective of the tallest uppercase letter.
- There is no maximum text size requirement.



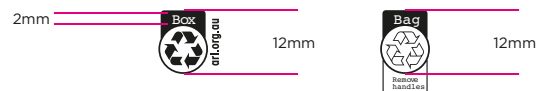
- For larger pack sizes, we recommend that the text size of the ARL be that similar to other text on pack to ensure consumer awareness and legibility.

**Members must use the ARL artwork EPS files as they appear when downloaded** or as sent by APCO. The ARL **designs must not be altered**, this includes maintaining the Width Depth ratio of the artwork (not including the instructional tab).



Whilst there is no set location required for the ARL on-pack, the **ARL should always be positioned in an easily accessible position, more than likely placed close to the barcode** where consumers are familiar with locating recycling information or are able to find at the time of disposal.

**The minimum size for the ARL artwork is 12mm high (not including the consumer instructions tab).**



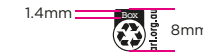
## MICRO ARL STYLE GUIDE

For small packaging projects **where on-pack labeling area is limited**, the Micro ARL may be suitable for use. All User Guide specifications are also applicable to the Micro ARL. The exemption however is that the height of the symbols can be **decreased past 12mm, to as small as 8mm, and the component name text can be reduced to 1.4mm**

Components that are conditionally recyclable are able to be labeled utilising the Micro ARL, however the consumer instructions must still meet the 1.4mm text height requirements.

There are three conditions associated with the use of the Micro ARL:

- It can only be used when the **external surface area of the packaging is less than 100cm<sup>2</sup>**
- The separable **component name can have no more than four letters**. The Member will need to select the separable component name from the approved components list and if it is longer than 4 letters, adopt the synonym in the table, where available.



## USE WITH OTHER LOGOS

The ARL should not be used next to symbols or messaging that may confuse or unnecessarily duplicate the recycling message for consumers, such as littering symbols (e.g. tidy man logo, statements such as 'Please Recycle'), plastic identification codes, or alternative recycling symbols that have not been approved by APCO.

**Other symbols can be used on-pack but should not be used in close proximity to the ARL.**

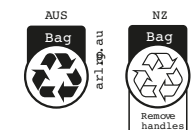
Where possible, it is recommended that these symbols are not printed on the same face of the packaging to provide the greatest distance between labels.



## DIFFERENCES IN LABELING ACROSS COUNTRIES

In some instances, the results for packaging sold in both Australia and New Zealand may be different. **To communicate these differences and to indicate where these labels are applicable, organisations can use the ISO standard naming convention with 'AUS' and 'NZ' above the relevant ARL.** This can also be used for those packaging items that may be exported out of Australia and New Zealand where recyclability may differ.

As the ARL is verified by PREP, and PREP contains the recycling data and information for only Australia and New Zealand, the ARL cannot be used as a verified labeling system outside of these markets. Organisations should endeavour to ensure their packaging is labeled appropriately to avoid any potential misleading claims.



## CHECKLIST

You must complete this checklist for each individual item of packaging to ensure the correct ARL symbols are used for each item and are placed on the packaging correctly and appropriately. This guide is created in association with the APCO User Guide, and any reference to 'sections' is a reference to sections within the APCO User Guide.

You must retain and provide any documentation and supporting evidence as proof of PREP Recyclability Evaluation Report to your contact at Spotlight Group to be stored on our R drive.

\* Please note that the final item on this checklist is only relevant to the first on-pack ARL design created by Member to go to market has been approved by APCO.

**It is a MANDATORY requirement of Spotlight Group Holdings that product packaging incorporates the Australasian Recycling Logo (ARL) to help consumers recycle correctly.**

## FURTHER INFORMATION

For further information on this process as well as further information for the previous pages of this guide **please refer to the APCO Australian Recycling Label Program User guide.**

You can also **contact the Spotlight Retail Group Sustainability & Social Responsibility Specialist** for support in this area.

## CHECKLIST FOR ARL APPROVAL:

- Competent User** - PREP user has completed the PREP training and is now a competent user.
- Packaging Specifications Validity** - the Member is confident that packaging specifications input in PREP are valid for the packaging item being evaluated.
- PREP Evaluation Completed and Saved** - Packaging item has been evaluated in PREP by a competent User. PREP Recyclability Evaluation Report is saved in files with supporting evidence.
- Application of ARL** - ARL selection for each separable packaging component is in accordance with PREP Recyclability Evaluation Report and this User Guide.
- Conditionally Recyclable** - Any conditionally recyclable claims have sufficient supporting evidence - i.e. Soft Plastics Module.
- ARL Style Guide** - ARL artwork application is compliant with all ARL Style Guide specifications, including:
- Separable components** - all separable components are clearly labeled as per the ARL Approved Component Names and each component is identified in a separate ARL artwork.
- URL** - contains the ARL URL or approved Member URL
- Colour** - The ARL is one colour and is clear against the background colour
- Design** - ARL artwork has not been manipulated from the original EPS files and is clear (not placed on a busy background)
- Sizing** - the ARL artwork sizing is no smaller than 12mm in height (unless the packaging meets micro-ARL style requirements). In this case, all micro-ARL Style Guide requirements are met.
- Use with other logos** - the ARL artwork is not placed near conflicting logos. Alternative logo use has been approved, i.e. REDcycle logo.
- Labeling across countries** - Members have communicated the ARL is specific to Australia and New Zealand only. Other recycling labels must be identified for their respective countries.
- Internal tracking of ARL use** - Members have internal tracking processes to document all packaging items that are released with the ARL on-pack, including which ARL symbol is used.
- APCO Approval** - *First\** on-pack ARL design created by Member to go to market has been approved by APCO as per Section 3.1.



# Social Responsibility

## NO POLYSTYRENE IN PACKAGING

We are taking the important step to phase out expanded polystyrene (EPS) in all packaging for products under 45kgs. This is part of a targeted approach to phase out problematic single-use plastics in packaging and aligns with government regulations coming into effect.

What is expanded polystyrene (EPS) packaging? Loose fill EPS is protective packaging typically used to protect products during transportation through void fill and cushioning. Loose fill includes packing peanuts and sheeting. Moulded EPS is protective packaging typically found in the packaging of electronics and appliances.

EPS packaging is considered a problematic and unnecessary single use plastic because it is not recyclable using kerbside collection systems, there are limited drop-off services to recycle EPS for customers and if littered, it has a high environmental impact.

This phase out does not apply to polystyrene and/or plastic foam products that we sell, such as bean bag fill and decorating foam. Currently we are only phasing out EPS in business to consumer packaging.

## ENVIRONMENTAL CLAIMS

Many consumers consider environmental claims as a major factor when evaluating products to purchase. Therefore, it is essential that consumers are provided with accurate information in order to make informed decisions. Environmental claims are statements, symbols, graphics, or any combination of these that indicate the environmental aspects of a product or service to the market and consumers. These claims come in a wide range of forms, including statements about environmental sustainability, recycling, energy and water efficiency or impact on animals and the natural environment.

Environmental and sustainability claims are a current priority for the Australian Competition and Consumer Commission (ACCC) and are high risk. You must ensure that you do not make misleading or deceptive environmental, sustainability or green claims. **Heavy penalties can apply.**

Companies or brands which make environmental or 'green' claims should ensure that their claims are scientifically sound and appropriately substantiated. If you wish to make environmental claims about a product, they should be honest, accurate and able to be substantiated. You should clearly explain, in simple language, the significance of the benefit to the environment.

Terms such as 'green', 'environmentally safe' and 'fully recycled' are broad terms that may have more than one meaning. For example, the statement 'safe for the environment' could have many meanings depending on the audience, some may believe this means your product is biodegradable or others may infer that it contains non-toxic ingredients. If a consumer's understanding, inferred from the terms used, conflicts with the facts then they may be misled. To avoid misleading consumers, make sure that you explicitly identify and accurately convey any 'green' attributes.

# Environmental Claims

There may be proof or evidence required to allow the making of environmental claims or the use of logos/symbols such as:

- certifications and other evidence obtained independently or from suppliers (such as factory Scope certificates and Transaction certificates);
- information noted in technical specifications to support claims;
- environmental impact evaluations; and/or
- other evidence to back comparisons or references to other products or services (comparison claims).

It will not be sufficient to make claims based on the unsubstantiated word of the supplier.

You should also be careful that the overall impression you create about the goods or services you sell is not misleading. In other words, it is not enough for each representation to be technically or narrowly correct. It is just as important to look at the overall impression created in the minds of average consumers in the target audience.

## Some Important Do's & Don'ts

### DON'T:

- Mislead consumers - all environmental claims made must be accurate, verifiable, relevant, and not misleading.
- Overstate or exaggerate the environmental benefit - that is being claimed by the product or service. Any claims must consider the environmental loads of a product or service throughout its entire life cycle. You must not overstate the benefits or implications of a certification program.
- Claim a business is 'certified' by a scheme when only some of its products are certified, and not the entire business. Also don't use the word 'certified' used in relation to an entire product, when only certain components of the product are certified.
- Use short and snappy slogans and claims - that do not give a proper explanation of the environmental claims that are being made.
- Use comparative claims (or avoid these if possible) - as these are high risk and the reproducible and repeatable scientific evidence used to support a claim must be available (on hand) when the claim is made. Do not make a claim if you cannot readily verify it claim and show the evidence.
- Use qualifying information to try to displace the overall impression - Consider the wording, slogans or trademarks used. Usually, an explanatory statement or qualifying statement that accompanies the main claim, must be adjacent to the main claim with comparable font size, font colour and background colour.

### DO:

- Avoid general terms - like 'environmentally friendly,' 'green,' or 'sustainable' which may mislead consumers. Also 100% claims (e.g. 100% organic, 100% recycled etc) need to be carefully checked to ensure they are accurate.
- Be specific - the environmental claim should refer to a specific product, product range, service, or process.
- Have the evidence on hand - the evidence and information to support the claim must be on hand/ readily available at the time the claim is made. Do not leave it until the product is ready to launch and the claims are already made to then start checking you have the evidence you need.
- Take responsibility for the claims you make - you must evaluate the evidence/data you have to make the claim yourself. Verification and credibility of the claim remains with the person making the claim. You cannot just rely on the unsubstantiated word of a supplier.
- Include information near the relevant claims - this can be by way of accessible click-through links or other means that give consumers information.
- Present evidence in a way that is easy to understand - avoid complex scientific language or links to complex information. Understanding claims should not require sophisticated expert knowledge. When a symbol or image is used, it should not overshadow the text claim.



# 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. Topographic Pattern

7. Product Imagery and Product Icons  
(If required)

## BACK OF PACK

8. Care Instructions  
(How to clean it)

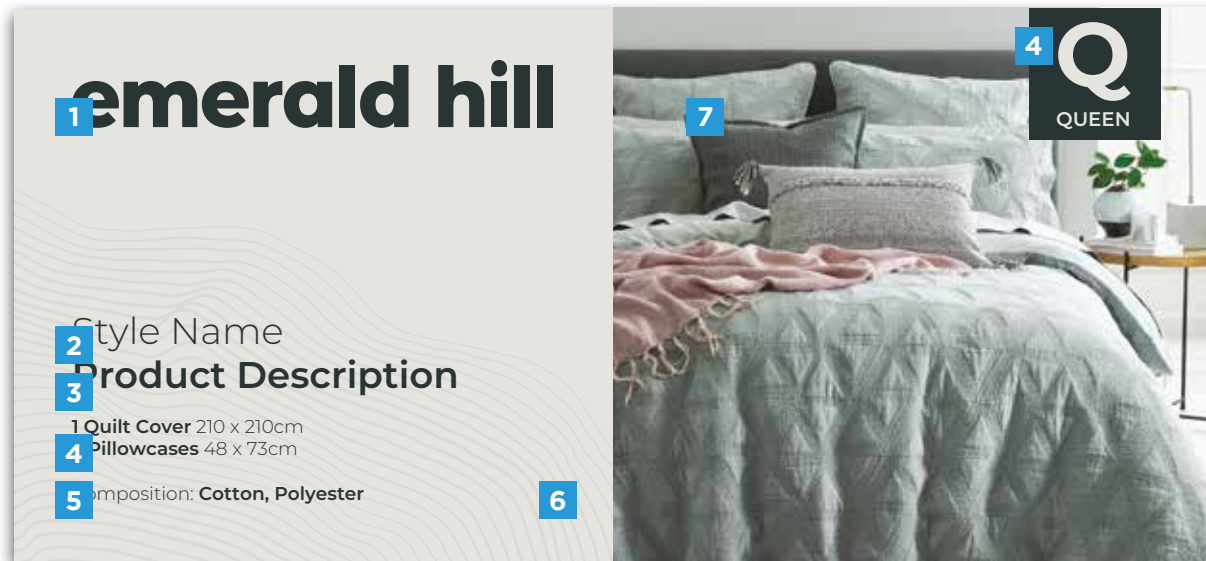
9. Product Warning  
(If required)

10. Address  
(Spotlight Head Office)

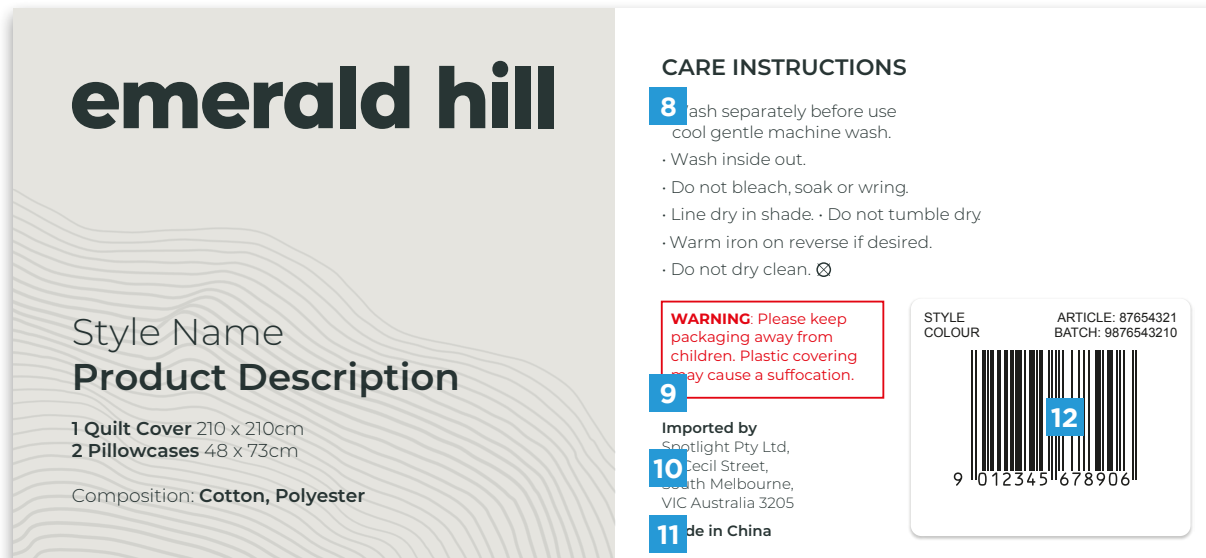
11. Country of Origin  
(e.g. Made in China)

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).

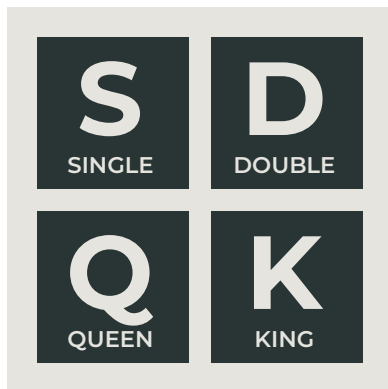
**1 Quilt Cover** 210 x 210cm  
**2 Pillowcases** 48 x 73cm

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 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, 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.

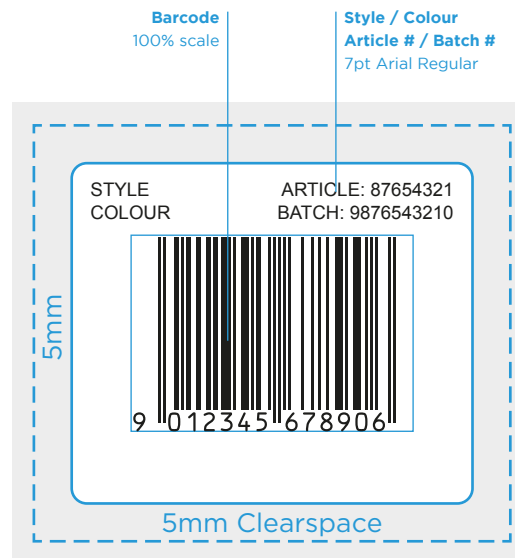


## Barcode Stickers

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/**



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.

**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.



# General Design Principles

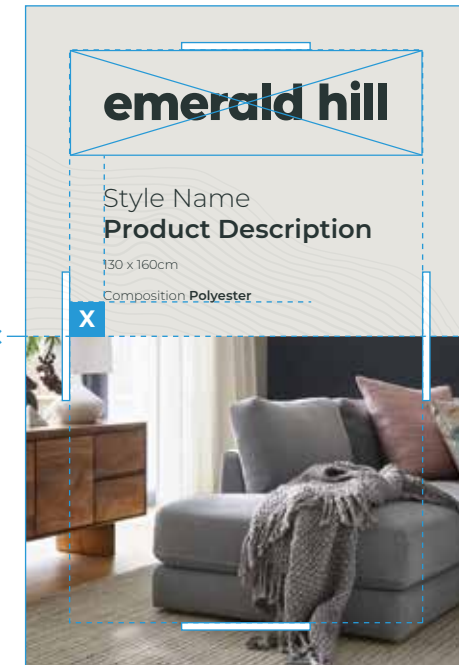
By consistently combining the key elements shown on the previous pages we can create consistency between different products and formats within the Emerald Hill range.

- The logo aligns to the top left-hand corner of the label area.
- The logo must appear on a background of PMS 9100.
- The 'topographic pattern' must be applied to all applications. See pg. 15 for further details
- The typeface is Montserrat. It aligns to the bottom left-hand side of the label area and uses 'Title Case'.
- The product information follows the sizing ratios and placement shown on the typography pages. See pg. 10-12 for details.
- Ensure all required mandatory information is in place and correct.

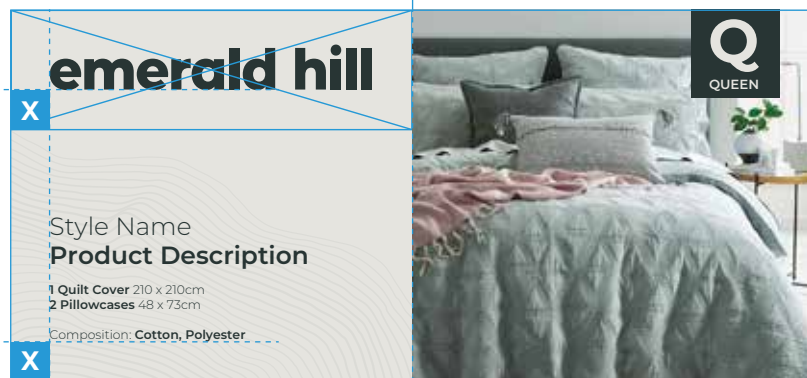
SQUARE



PORTRAIT (WITH IMAGERY)



LANDSCAPE (WITH IMAGERY)



LANDSCAPE (NO IMAGERY)



PORTRAIT



# 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 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 Emerald Hill buyer for the product category.

# Emerald Hill / Manchester / Quilt Cover Set / Insert

In Situ shown at 40%





# Emerald Hill / Manchester / Quilt Cover Set / Insert

Artwork shown at 40%

Substrate:

TBC

Outer Packaging:

TBC

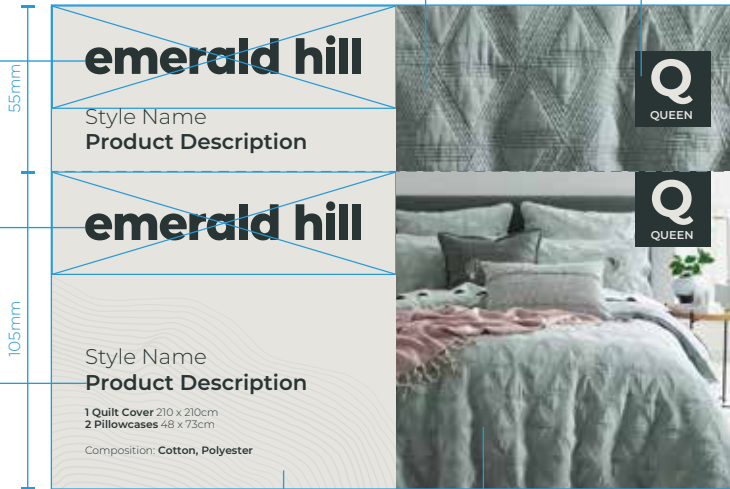
TOP

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

FRONT

Logo

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



**Imagery**  
Cropped detail of  
the fabric pattern

**Size Icon**  
25 x 25mm

Logo

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

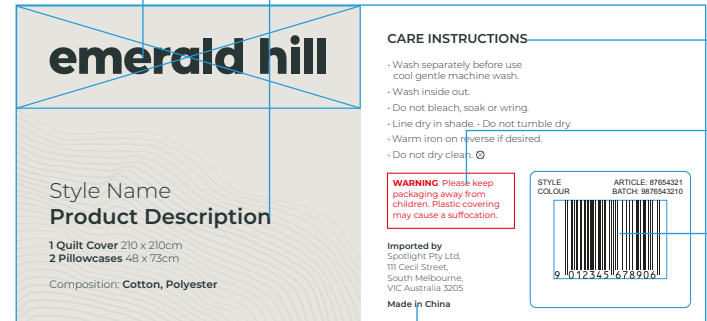
BACK

Care Instructions

Warning

Barcode  
Article Number  
Batch Number

Address and  
Country of Origin



**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.

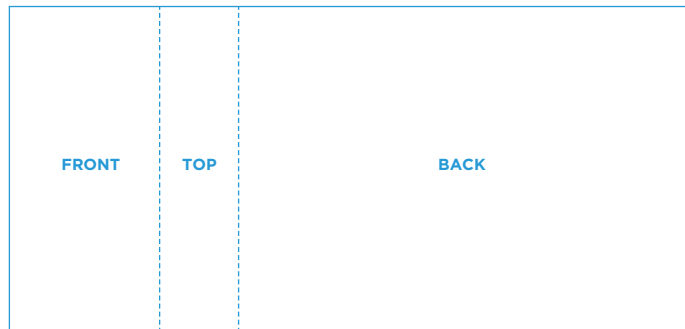


Imported by  
Spotlight Pty Ltd,  
111 Cecil Street,  
South Melbourne,  
VIC Australia 3205  
Made in China

228mm

**Topographic  
Pattern**

**Imagery**  
50% of the label area.  
For photographic styling notes  
see Product Imagery p. 14



320mm

**Image Disclaimer**  
Minimum 6pt type

228mm

# Emerald Hill / Manchester / Sheet Set / Insert

In Situ shown at 40%





# Emerald Hill / Manchester / Sheet Set / Insert

Artwork shown at 40%

Substrate:

TBC

Outer Packaging:

TBC



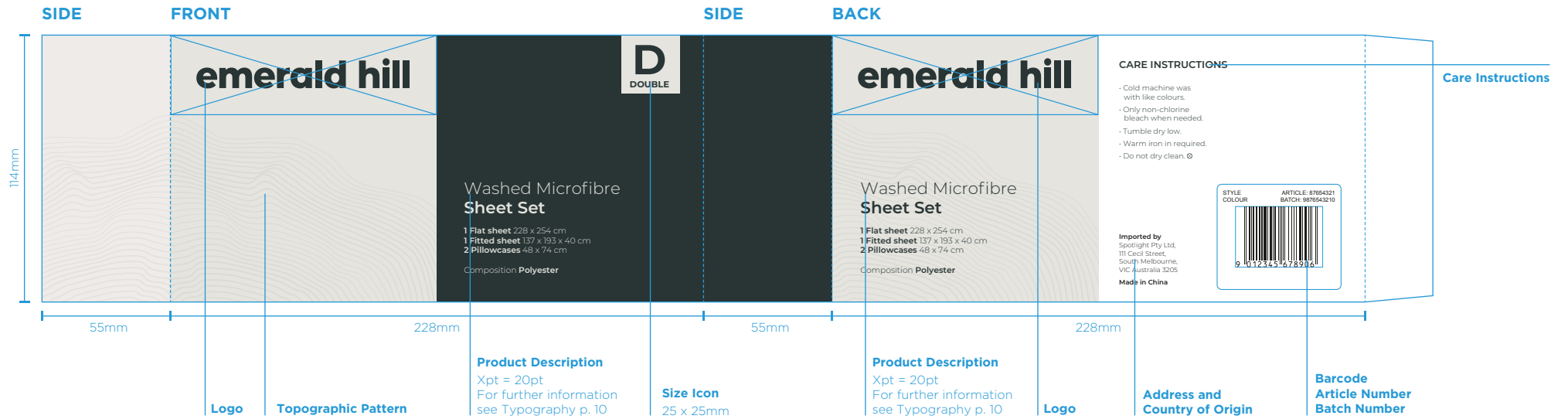
# Emerald Hill / Manchester / Sheet Set in Bag / Belly Band

In Situ shown at 40%



# Emerald Hill / Manchester / Sheet Set in Bag / Belly Band

In Situ shown at 40%



# Emerald Hill / Manchester / Sheet Set in Bag / **Stitched Label**

In Situ shown at 40%

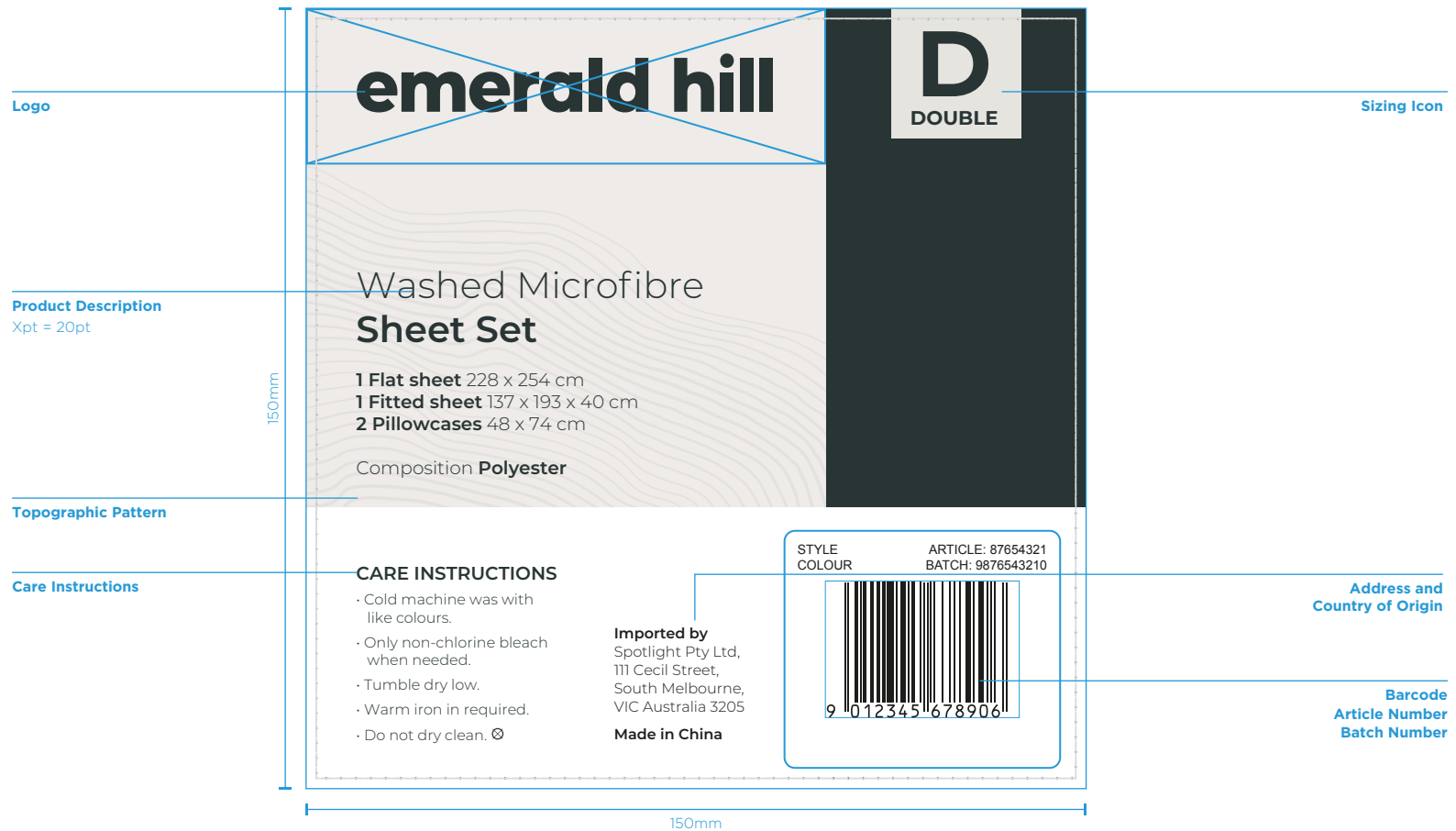


# Emerald Hill / Manchester / Sheet Set in Bag / **Stitched Label**

Artwork shown at 75%

**Substrate:**

Waxed Paper



# Emerald Hill / Manchester / Pillowcase / Insert

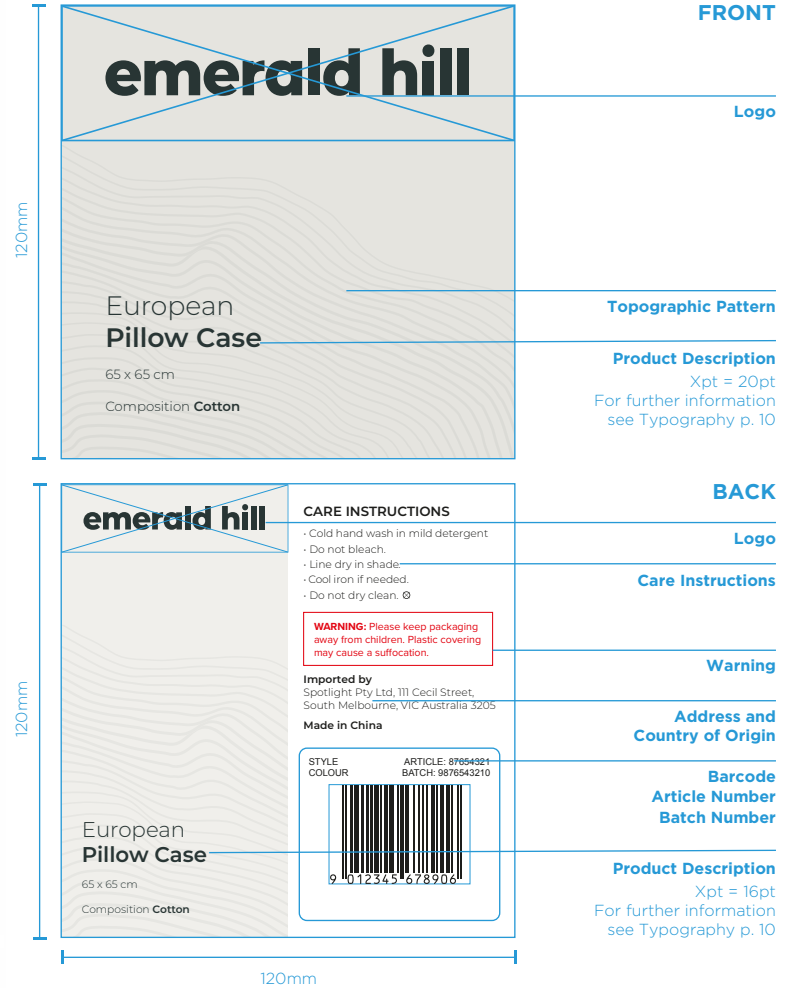
In Situ and Artwork shown at 50%

Substrate:

TBC

Outer Packaging:

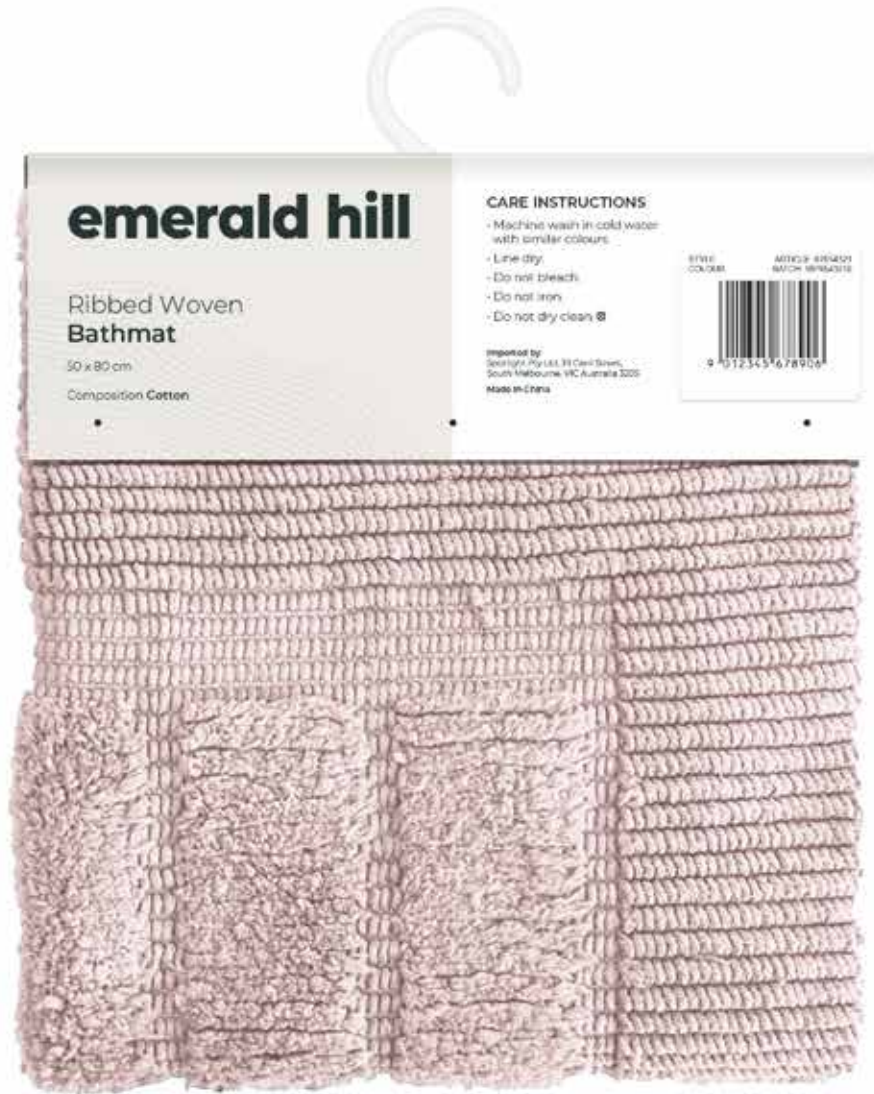
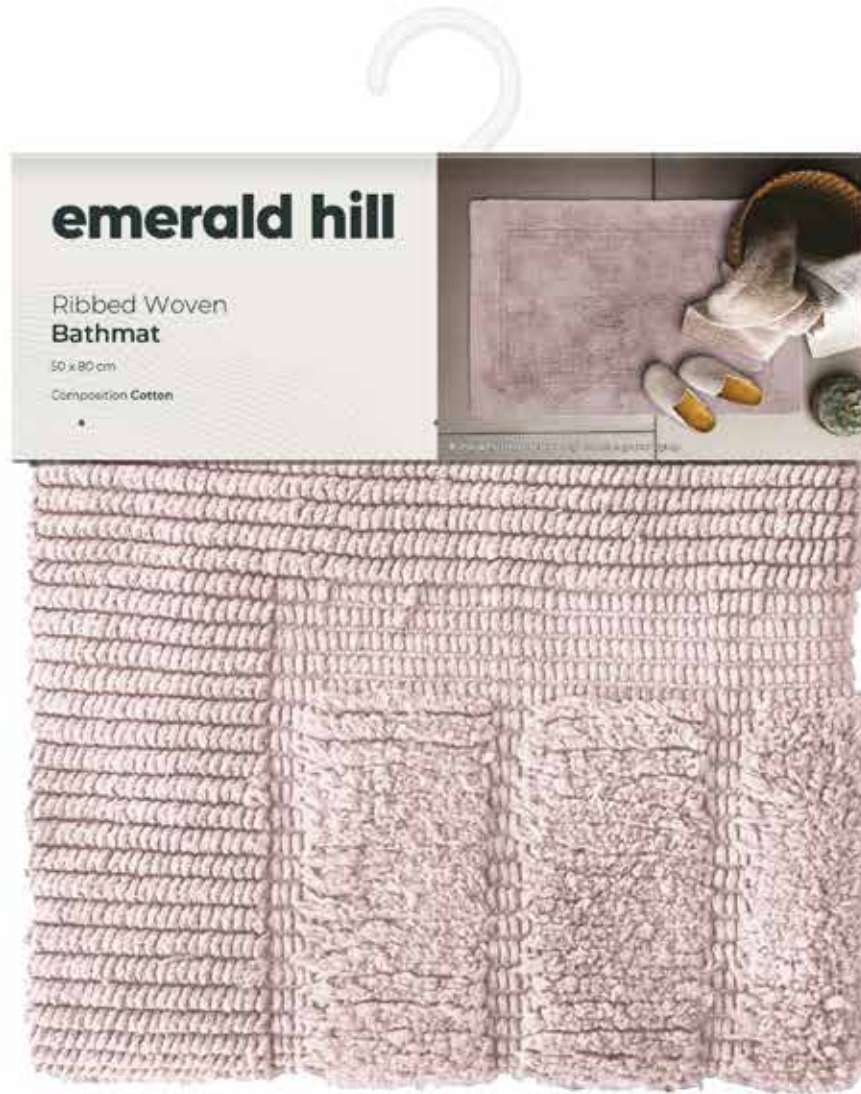
TBC





# Emerald Hill / Manchester / Bath Mat / Hangsell

In Situ shown at 45%

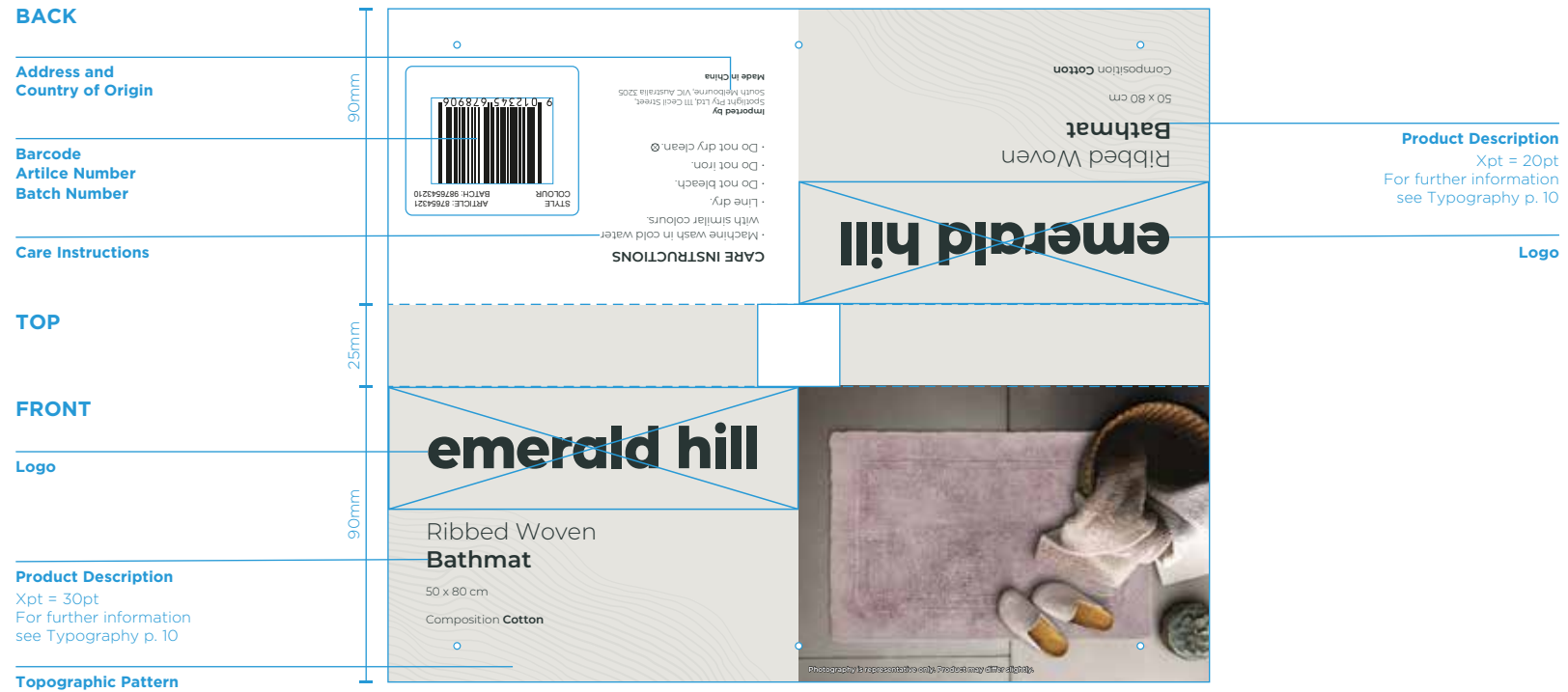


# Emerald Hill / Manchester / Bath Mat / Hangsell

Artwork shown at 45%

Substrate:

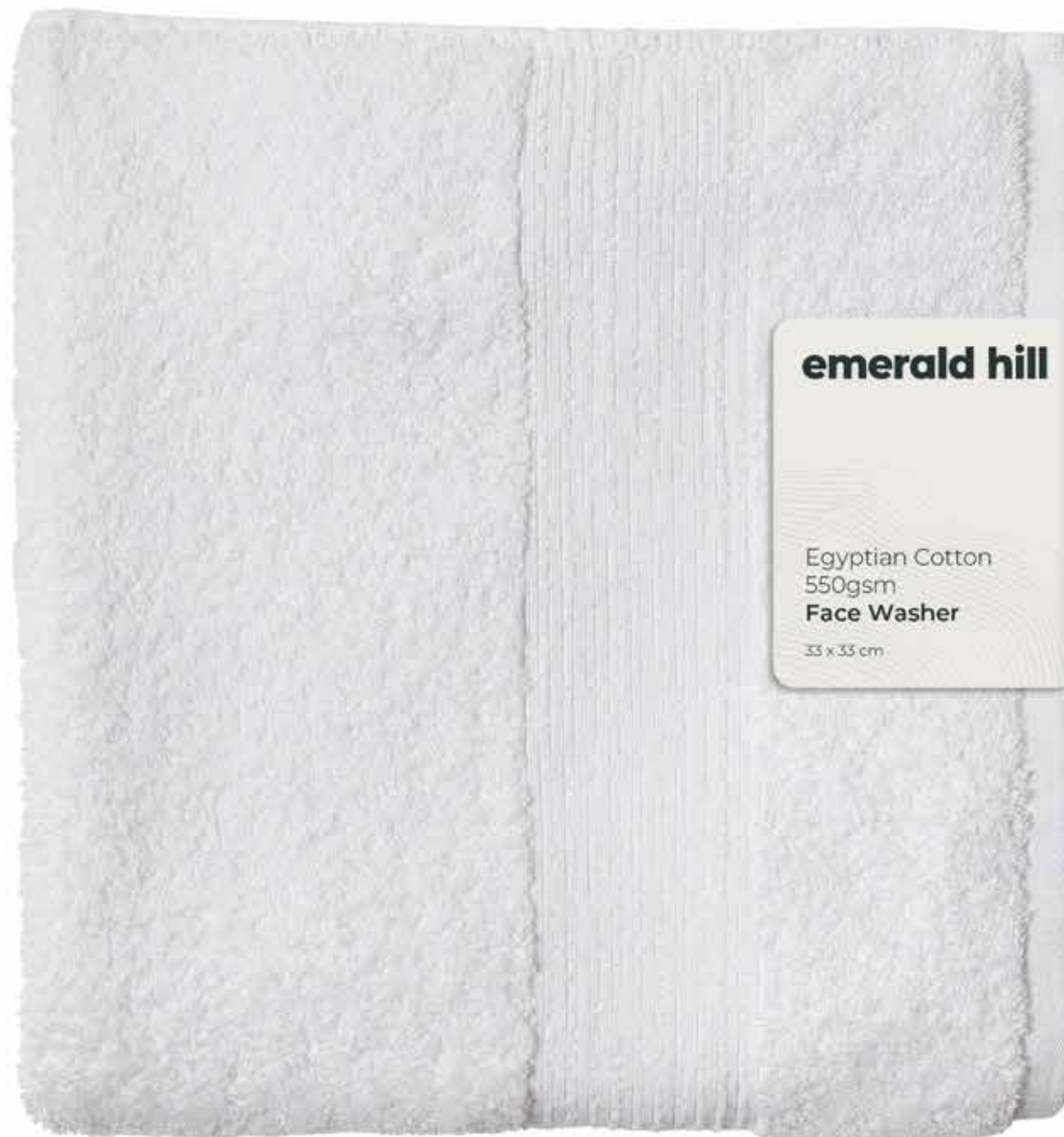
TBC





# Emerald Hill / Manchester / Towels / Edge Label

In Situ shown at 65%



# Emerald Hill / Manchester / Towels / Edge Label

Artwork shown at 100%

**Substrate:**

Cardboard 250GSM

**FRONT**

Logo

**emerald hill**

Topographic Pattern

**Product Description**  
Xpt = 15pt  
For further information  
see Typography p. 10

Mustard Stripe  
**Beach Towel**

**Product Description**  
Xpt = 8.5pt

137 x 68cm

Composition **550gsm Cotton**

70mm

5mm

70mm

**BACK**



airl.org.nz

**CARE INSTRUCTIONS**  
See product label

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

Care Instructions

Address and  
Country of Origin

**ARL icons must be approved through  
the proper channels before printing.**

85mm

Barcode  
Article Number  
Batch Number

STYLE	ARTICLE: 87654321
COLOUR	BATCH: 9876543210

# Emerald Hill / Manchester / Towels / Edge Label with Image

Artwork shown at 90%

## Substrate:

Cardboard 250GSM

### FRONT

Logo

**emerald hill**

Topographic Pattern

#### Product Description

Xpt = 15pt  
For further information  
see Typography p. 10

Mustard Stripe  
**Beach Towel**

#### Product Description

Xpt = 8.5pt

137 x 68cm

Composition **550gsm Cotton**

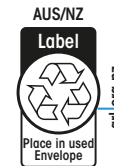


110mm

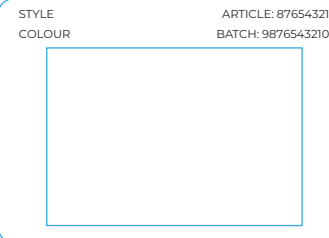
5mm

### CARE INSTRUCTIONS

- Wash separately before use.
- Cold gentle machine wash.
- Wash with similar colours.
- Do not bleach, soak or wring.
- Do not iron.
- Do not tumble dry.
- Do not dry clean.



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



110mm

### BACK

Care Instructions

Address and  
Country of Origin

**ARL icons must be applied  
to the proper channels before**

85mm

Barcode  
Article Number  
Batch Number

# Emerald Hill / Manchester / Towels / Swing Tag

Artwork and In Situ shown at 50%

Substrate:

TBC



Due to the size of the label area. In this instance the barcode has been truncated. Please make the appropriate checks to ensure it will be scan.







# Emerald Hill / Furnishings / Ready-Made Curtains / Insert

Artwork shown at 40%

**Substrate:**

Glossy Card 250GSM



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

Logo



# Emerald Hill / Furnishings / Ready-Made Sheers / 1

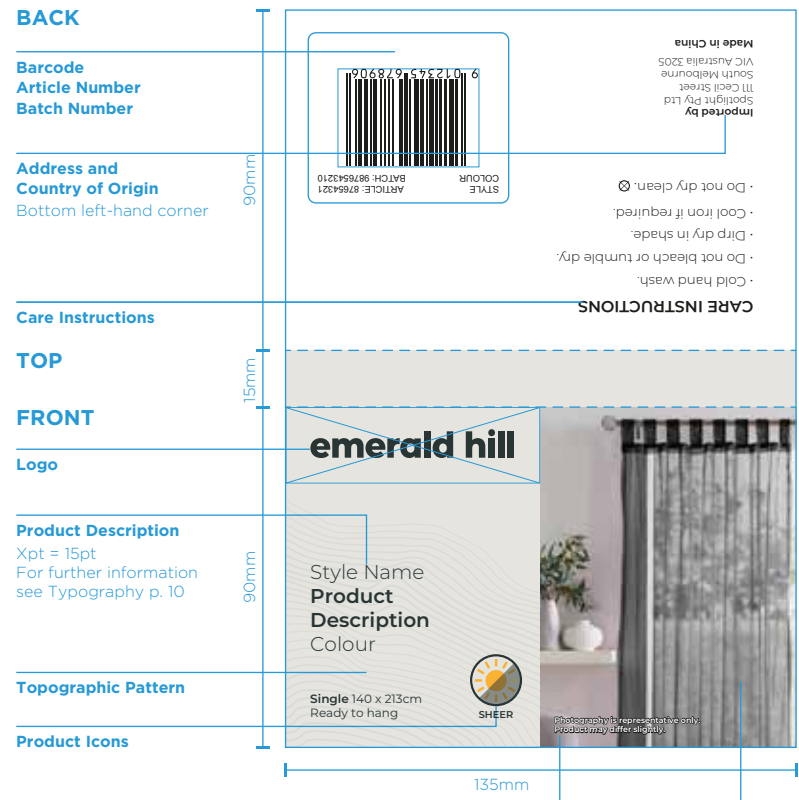
Artwork and In Situ shown at 50%

**Substrate:**

250GSM Insert

**Outer Packaging:**

PVC Bag at least 0.14mm (140 Microns)



**Imagery Disclaimer**  
Minimum 6pt type

**Imagery**  
50% of the front label area.  
For photographic styling notes see Product Imagery p. 14



# Emerald Hill / Furnishings / Roller Blinds / Sticker On Cardboard Box (Preferred)

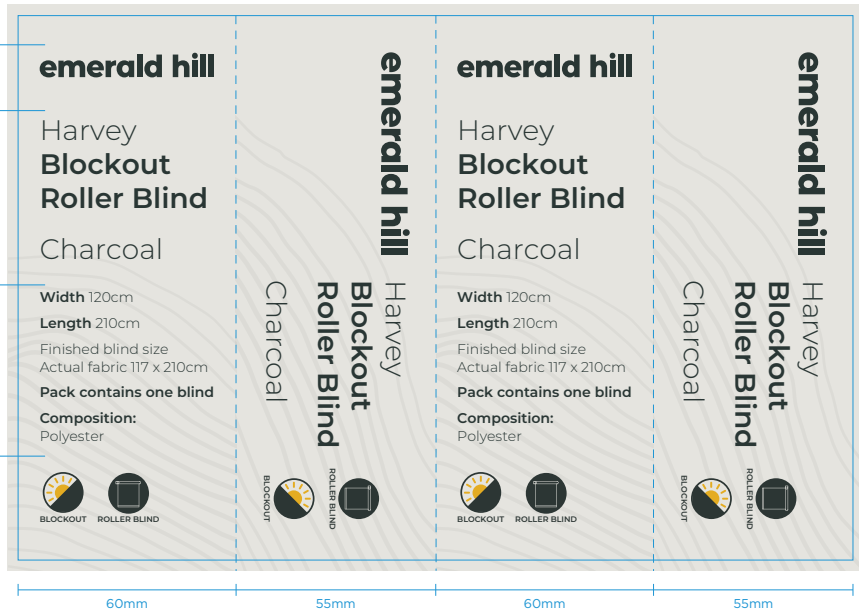
## TOP PIECE

Logo

**Product Description**  
Xpt = 15pt  
For further information see Typography p. 10

**Product Description**  
Xpt = 8.5pt

Topographic Pattern



## BASE PIECE

150mm

300mm



### Care Instructions

**ARL icons must be approved through the proper channels before printing.**

**Address and Country of Origin**

**Barcode Article Number Batch Number**



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



# Emerald Hill / Furnishings / Roller Blinds / PET Box

**emerald hill**

**emerald hill**  
Lambert  
Dual  
Roller Blind  
Pebble

Width 120cm  
Length 210cm





Finished blind size  
Actual fabric 116.5 x 210cm

Suitable for both  
**day and night**

**Blockout Fabric:** Blocks out light

**Sheer Fabric:** Light filtering and daytime privacy

Concealed base rail

**emerald hill**  
Lambert  
Dual Roller Blind





Width 120cm Length 210cm

Finished blind size actual fabric 116.5 x 210cm

Suitable for both **day and night**

**Blockout Fabric:** Blocks out light

**Sheer Fabric:** Light filtering and daytime privacy

**emerald hill**  
Lambert  
Dual  
Roller Blind  
Pebble

Width 120cm  
Length 210cm

Finished blind size  
Actual fabric 116.5 x 210cm

Suitable for both  
**day and night**


**Blockout Fabric:** Blocks out light

**Sheer Fabric:** Light filtering and daytime privacy


Concealed base rail

**Composition:**  
Polyester

- Textured blind fabric
- Bracket & fittings included
- See inside for further instructions.



**ALL PARTS INCLUDED**




**DO IT YOURSELF**

**CARE INSTRUCTIONS**

- Gently vacuum with appropriate attachment
- Wipe with a damp cloth.
- Do not wash.
- Spot clean with a damp sponge using a mild detergent.
- Sponge with fresh water and dry gently with a clean towel.
- Test in an inconspicuous area before spot cleaning.


For more information on recycling, visit [www.recycling.gov.au](http://www.recycling.gov.au)



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

**Made in China**

STYLE ARTICLE: 8765-4321  
COLOUR BATCH: 9876543210



9 471254 567890

58mm

450mm

58mm

58mm

58mm

58mm

Logo

Product Description  
Xpt = 15pt  
For further information see Typography p. 10

Product Description  
Xpt = 8.5pt

Topographic Pattern

Care Instructions

Address and Country of Origin

Barcode Article Number  
Batch Number

**ARL icons must be approved through the proper channels before printing.**

# Emerald Hill / Home Décor / Textiles / Swing Tag

Artwork and In Situ shown at 60%

**Substrate:**

Cardboard XXXGSM



# Emerald Hill / Manchester / Blankets and Throws / Card Label

In Situ shown at 50%



# Emerald Hill / Manchester / Blankets and Throws / Card Label

Artwork shown at 50%

Substrate:  
Cardboard XXXGSM

## FRONT

Logo

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

**Topographic Pattern**

**Imagery**  
50% of the front label area.  
For photographic  
styling notes see  
Product Imagery p. 14



**Imagery Disclaimer**  
Minimum 6pt type

## BACK

Logo

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

**Care Instructions**

**Barcode**  
Article Number  
Batch Number

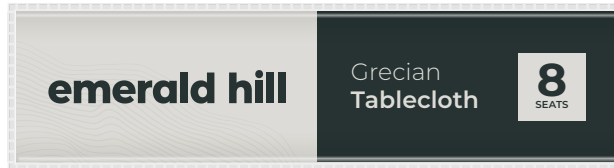
**Address and  
Country of Origin**



**Clearspace**  
Due to the overlapping of the ribbon on this label,  
the edges of the 'clearspace' (indicated by the  
dashed blue line) have been reduced ensuring  
all information is visible.



# Emerald Hill / Tabletop / Napery / Tablecloth Packaging



**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.

Tablecloth Size	Drop Length	Fits Table Size	No. of Seats
150 x 220cm	25cm	100 x 180cm	6
150 x 260cm	25cm	100 x 210cm	6-8
150 x 300cm	25cm	100 x 250cm	8-10
150 x 340cm	25cm	100 x 300cm	12-14
210 x 210cm	25cm	160 x 160cm	8
180cm Round	25cm	130cm Round	6

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

Reuse or Repurpose  
 Reuse this bag to store your tablecloth between uses and organise your linen.

AUSNZ Card  
 AUSNZ Bag

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

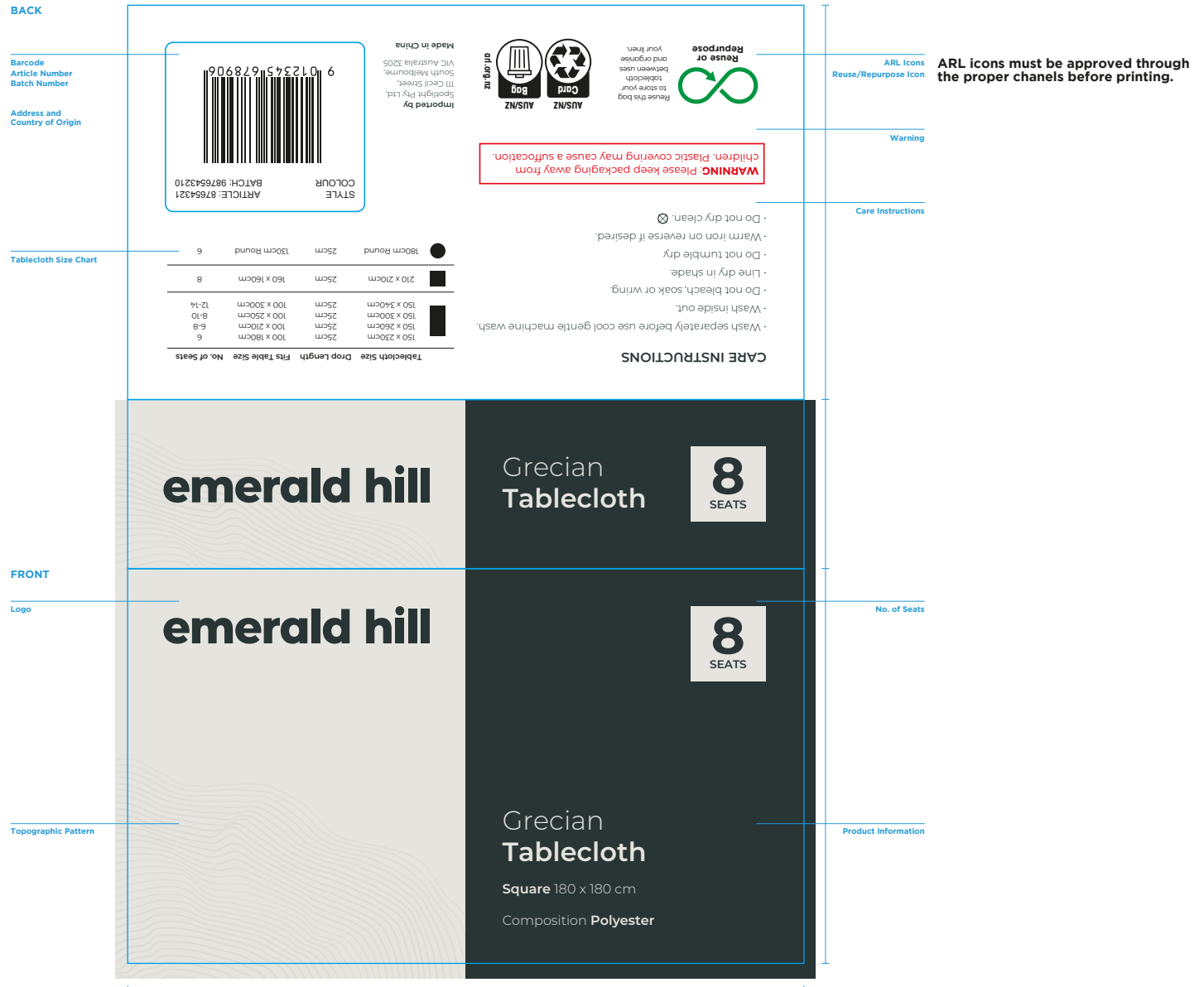


# Emerald Hill / Tabletop / Napery / Tablecloth Packaging

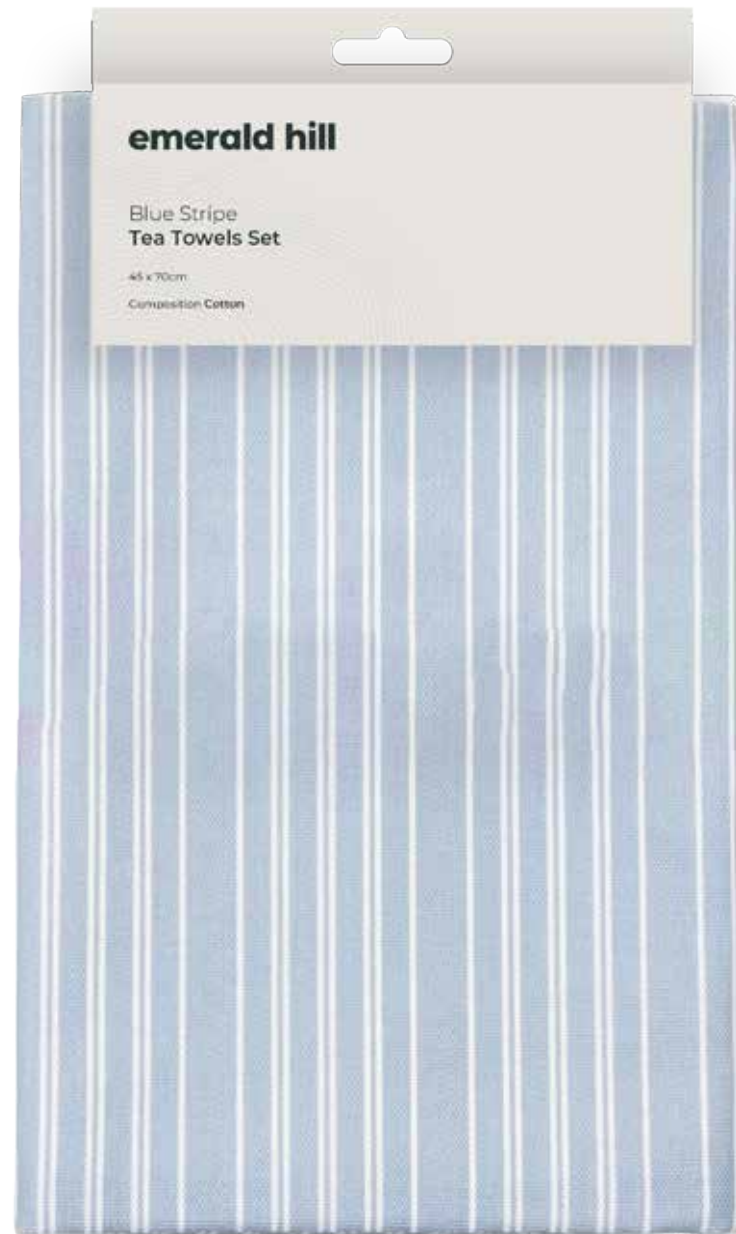
Artwork shown at 60%

**Substrate:**

Cardboard 250GSM

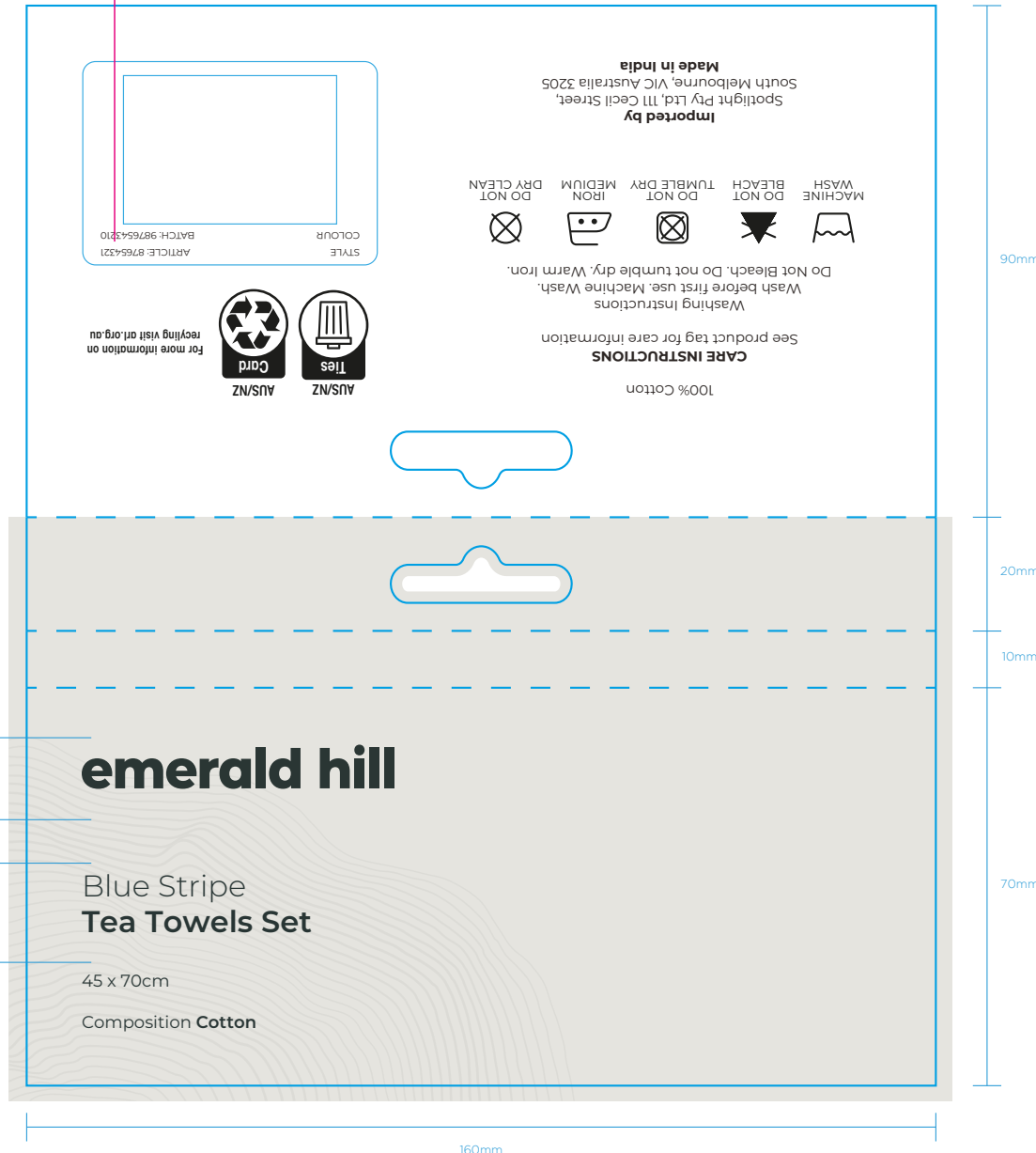


# Emerald Hill / Tabletop / Napery / Header Card



# Emerald Hill / Tabletop / Napery / Header Card

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



# Emerald Hill / Tabletop / Napery / Swing Tag

Artwork shown at 70%

**Substrate:**

Cardboard 250GSM

FRONT  
(Tea Towels)

FRONT  
(Oven Glove/Mitt/Potholder)

FRONT  
(Table Runner)

BACK  
(example for all)

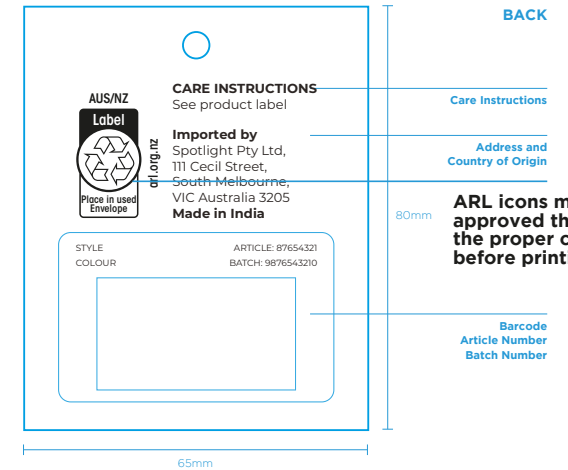
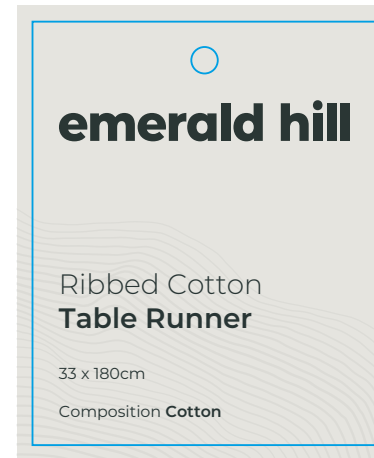
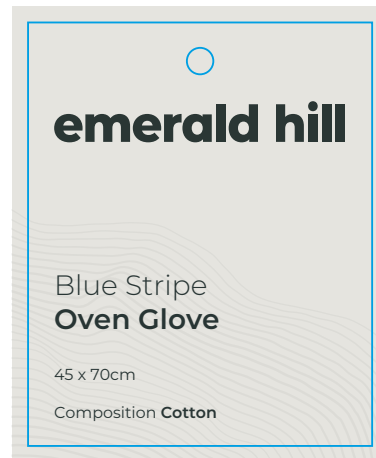
FRONT

Logo

Topographic Pattern

Product Description  
Xpt = 15pt  
For further information  
see Typography p. 10

Product Description  
Xpt = 8.5pt



**Emerald Hill / Tabletop / Napery / Card Label**



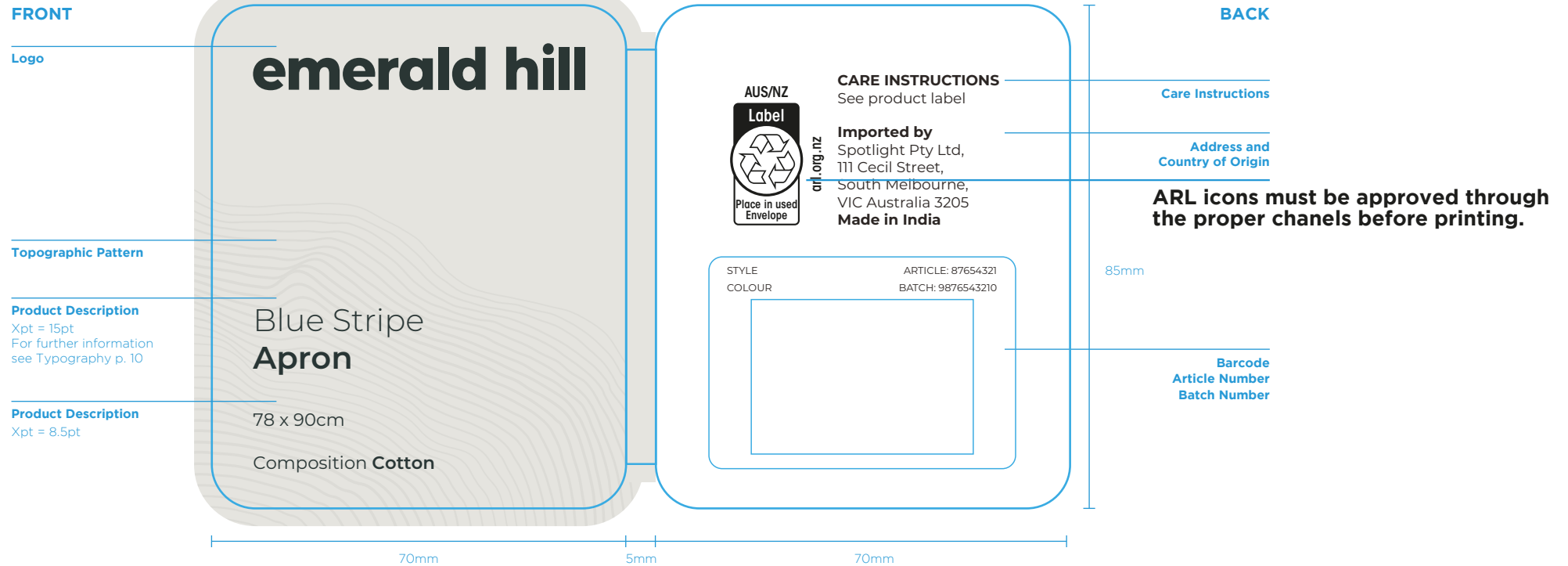


# Emerald Hill / Tabletop / Napery / Card Label

Artwork shown at 100%

**Substrate:**

Cardboard 250GSM

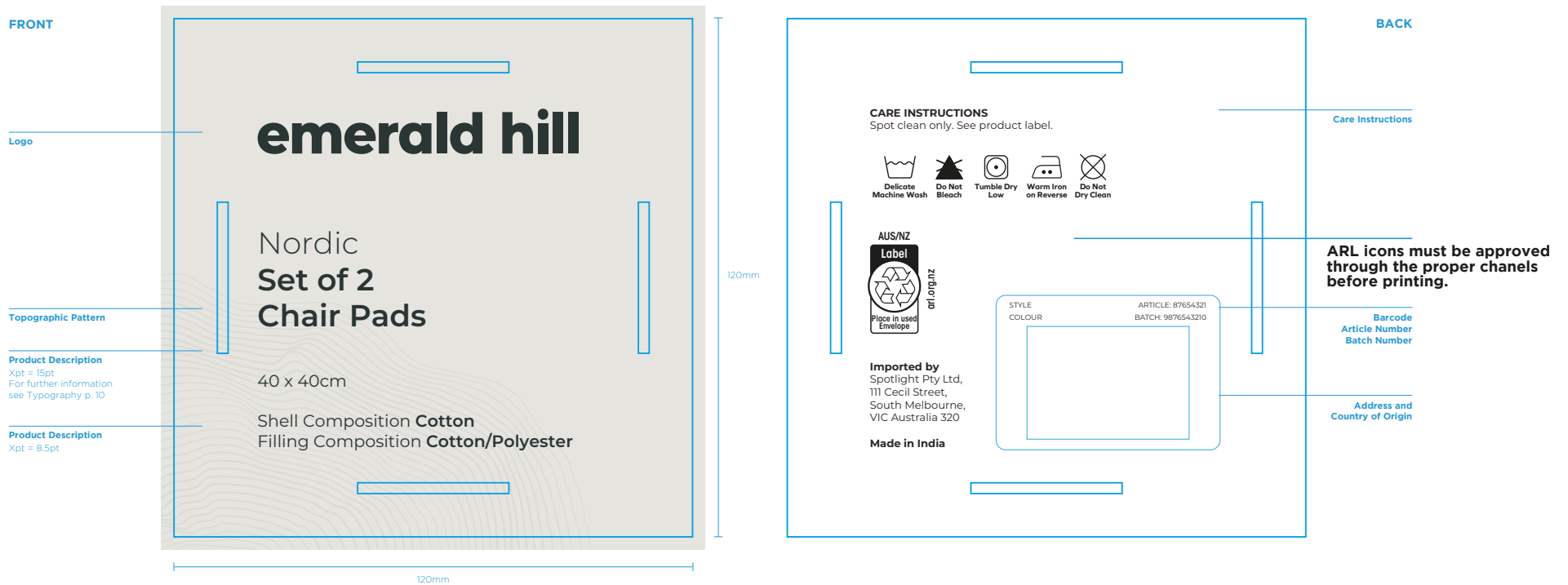


# Emerald Hill / Tabletop / Chair Pads / Card Label

Artwork shown at 70%

**Substrate:**

Cardboard 250GSM



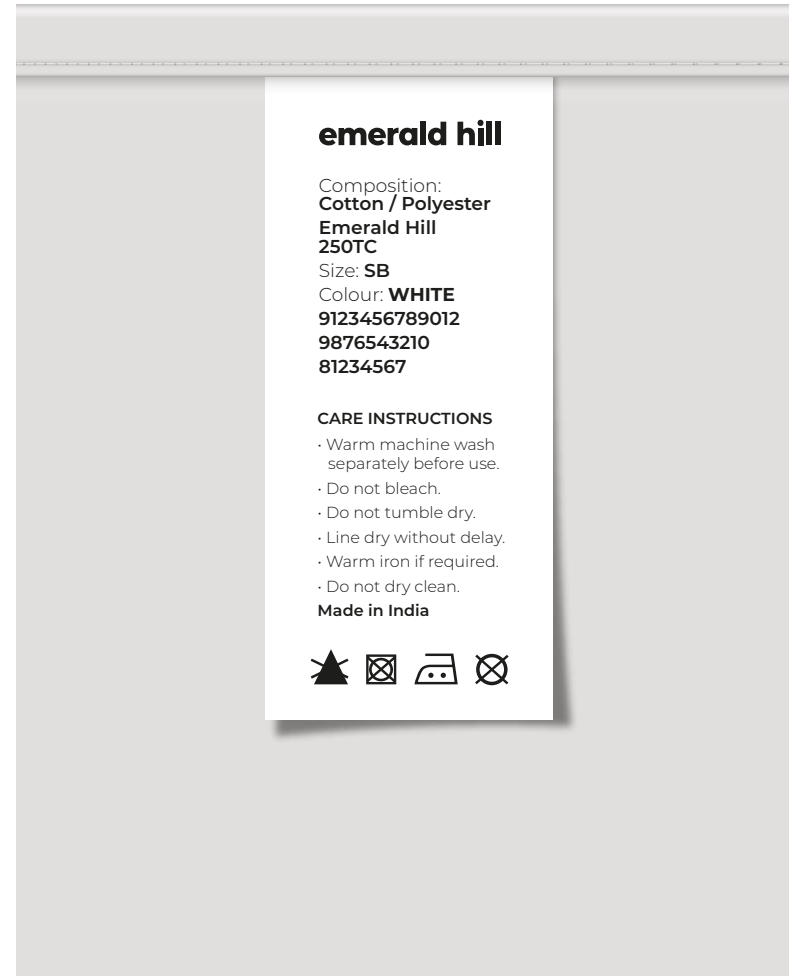
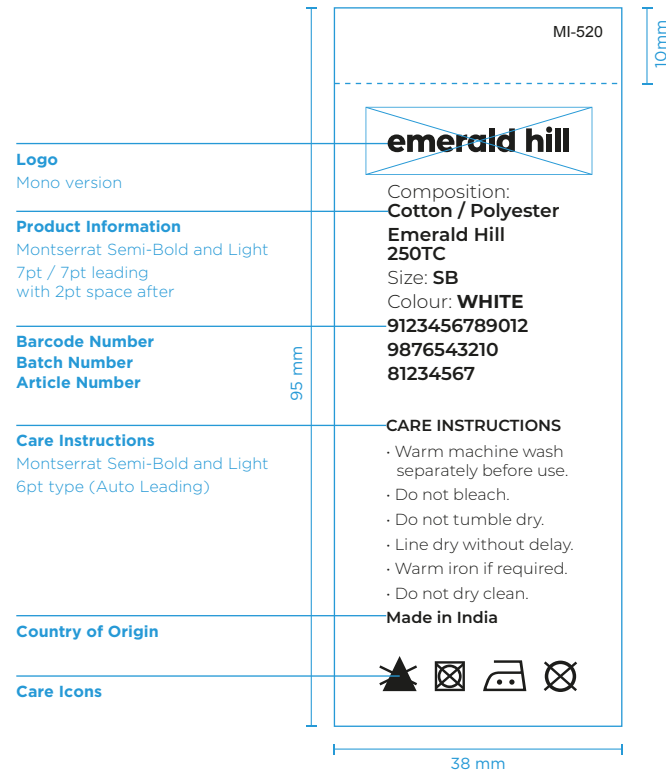
# Emerald Hill / Manchester / Single Sided Sewn in Care Label / Item Specific Label

Artwork shown at 100%

In Situ shown at 100%

**Substrate:**

Client to advise



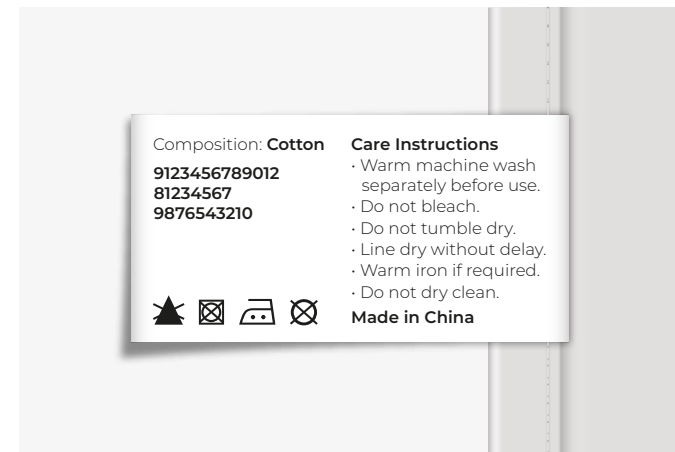
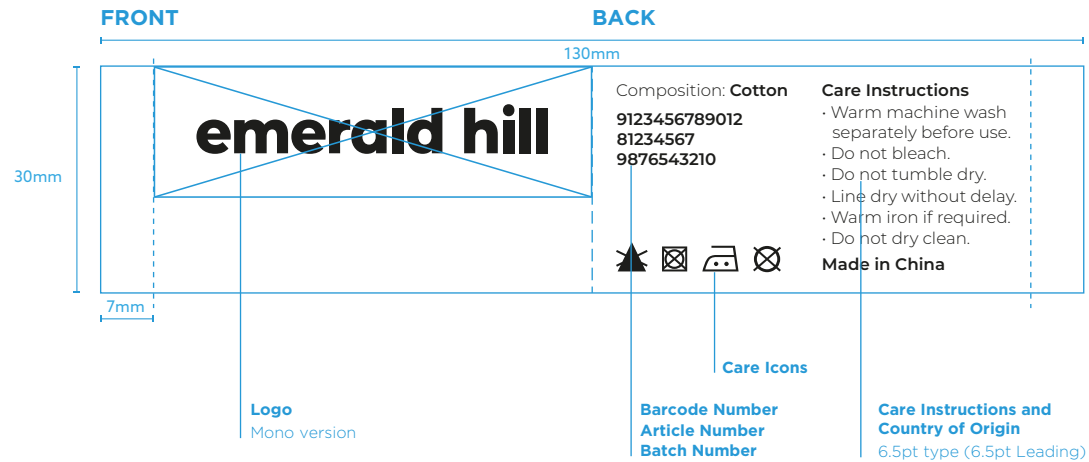
# Emerald Hill / Manchester / Double sided Sewn in care label / Generic Item Label

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

Emerald Hill Logo\_PMS.ai  
Emerald Hill Logo\_PMS.pdf  
Emerald Hill Logo\_PMS.eps

Emerald Hill Logo\_CMYK.ai  
Emerald Hill Logo\_CMYK.pdf  
Emerald Hill Logo\_CMYK.eps

Emerald Hill Logo.png

Emerald Hill Logo\_Mono.ai  
Emerald Hill Logo\_Mono.pdf  
Emerald Hill Logo\_Mono.eps  
Emerald Hill Logo\_Mono.png

Emerald Hill\_Topographic Pattern.ai



## Emerald Hill 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 Emerald Hill products.