

MARIA GEORGE

**BRAND GUIDELINES**  
JULY 2022

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MARIA GEORGE caters for all DIY/creative types. Offering a great selection of products to customise clothing as well as your hair and other accessories with ease. Perfect for your next project.

A legacy brand within the Spotlight world that is currently synonymous with the Spring Racing Millinery range each year, and going forward will make up a large portion of our fashion trims and ribbons category. The Maria George brand is all about inspiring our customers to create for themselves and calls out to our strong and wide range of on trends, fun and creative trimmings.

<b>TIER</b>	<b>BRAND VALUES</b>	<b>CATEGORY</b>	<b>HOUSEHOLD TYPE</b>	<b>BRAND PERSONALITY</b>
Best <b>Better</b> <b>Good</b> Entry	Inspiring Creative Good Quality Value for Money Unique On Trend	Spring Racing Millinery Trims by the Spool Ribbons by the Spool Hair Accessories Brooch Backings Iron On Motifs	Creative On Trend Contemporary	Strong Creative Inspirational Inviting and Fun

M A R I A   G E O R G E

M A R I A  
G E O R G E

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, colours and composition should remain as indicated in this document - there are no exceptions.

MARIA  
GEORGE

Do not change logo colour or tone

MARIA  
GEORGE

Do not apply a gradient to the logo

MARIA  
GEORGE

Do not rotate the logo

MARIA  
GEORGE

Do not distort or warp the logo in any way

MARIA  
GEORGE

Do not resolve the logo in two different colours

MARIA  
GEORGE

Do not add a stroke to the logo

MARIA  
GEORGE

Do not outline or create a keyline around the logo

MARIA  
GEORGE

Do not change the typeface or recreate the logo

PANTONE 7709C

CMYK 62 12 26 0

RGB 97 176 188

PANTONE 315C

CMYK 100 34 34 20

RGB 0 101 128

WHITE

CMYK 0 0 0 0

RGB 255 255 255

Altone Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

Altone Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### CARD AND PAPER STOCK QUALITY/FINISH

The quality of the card stock used within the Maria George packaging range is important to maintain the high quality look of the brand.

The card stock 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 as 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.**

**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.

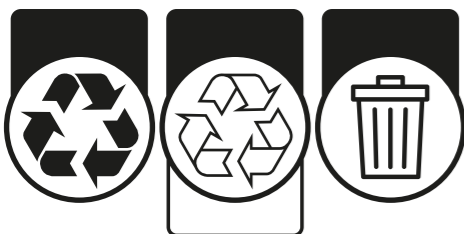
**Classification**

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.

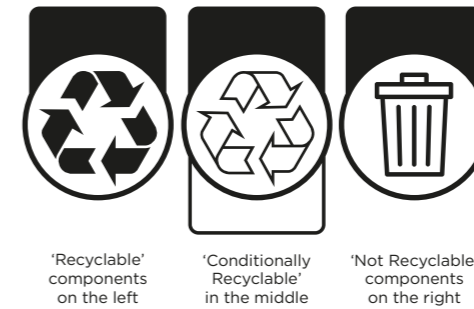
For more information on recycling visit [arl.org.au](http://arl.org.au)



**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.

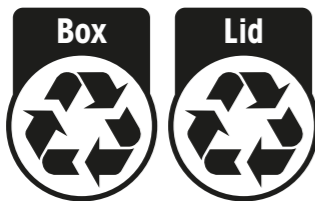
Please note: The Recyclable ARL should always have a coloured in/opaque mobius loop, while the Conditionally Recyclable mobius loop remains transparent.

## 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

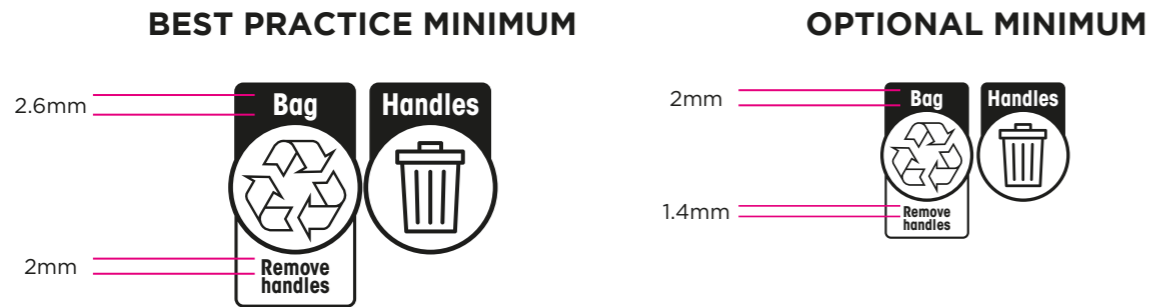
Applicable to packaging that has an attachment that does not meet the secondary material thresholds for recycling the main packaging item. For example, paper bag with material handles. The 'Component' must also be labeled separately to direct the consumer of that item's disposal method.



## DESIGN

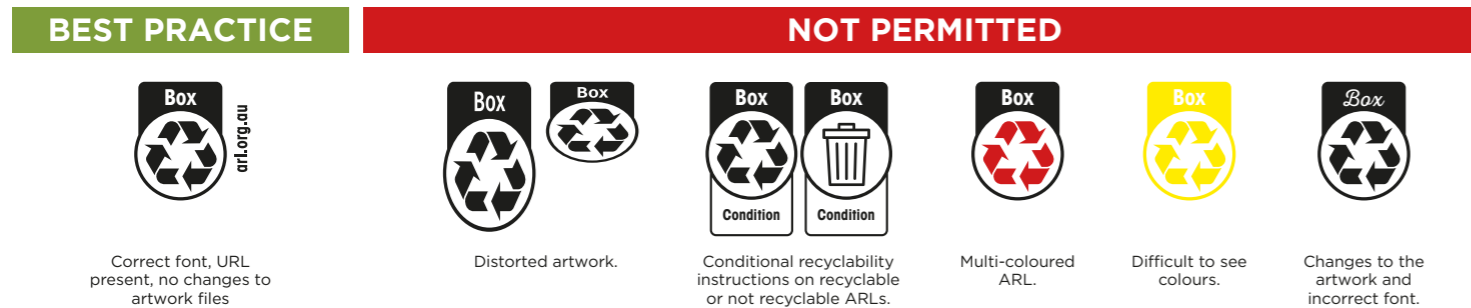
The below design considerations must be adhered to when applying the ARL artwork to product packaging.

- 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.



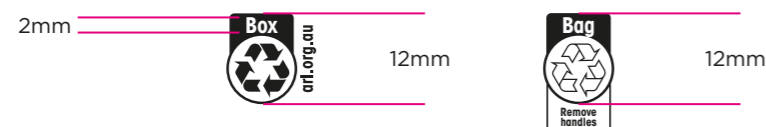
- For larger pack sizes, we recommend that the text size of the ARL be that similar to other text on pack to ensure consumer awareness and legibility.

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).**



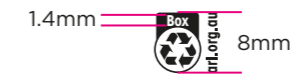
## MICRO ARL STYLE GUIDE

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.

## 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.

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.

# MARIA GEORGE

PANTONE 315C

PANTONE 7709C

You will be supplied with a printed Maria George colour swatch.

This will swatch will have the main Maria George Pantones 315 & 7709

This is to be used to compare printed packaging to to ensure colour consistency throughout the Maria George range. All packaging must closely match the colours of this swatch so the Maria George range is cohesive in store.

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 for 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.

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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 Maria George 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.

## PRODUCT INFORMATION

**Product Dimensions** must be displayed on all applicable packaging. This should be on the front of the packaging on all products that require customer to be sure of product sizing (such as width and length of ribbons)

**Set Includes** must also be shown clearly on the front of all applicable products

**Product Composition** it is important to articulate the materials that have been used in the fabrication of a product. For products such as manchester this is critical information and should be shown on the front of the pack.

**Icons** should be shown on the front of the packaging where applicable, please see icons page for further reference.

**Care Instructions and Icons** must be included on all products, especially manchester and table top products. 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', 'Do Not Dry Clean' symbols are used where appropriate.

## ADDRESS AND COUNTRY OF ORIGIN

The Spotlight Support Office address details must be included on all packaging and labels as well as the country of origin (where the product was made).

There are 2 layout options depending on the available space.

<p><b>Imported by</b> Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205</p> <p><b>Made in China</b></p>	<p><b>Imported by</b> Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205</p> <p><b>Made in China</b></p>
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## 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 plastic covering used to package the product 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 Merchandise team to ensure the correct warning is in place. Warnings must be clearly visible on the packaging.

**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).

Some items such as bean bag covers require specific warnings labels. Please see mandatory standard checklists to confirm warnings comply for relevant products.

## BARCODE

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 it must meet GSI 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 to suit 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 on the back of the packaging on the bottom right hand corner of the pack.



## BARCODE STICKER

In the majority of applications the barcode is to be applied to the packaging as a self adhesive label.

This allows products that come in a variety of colours and sizes to utilise the same packaging and have individual barcodes to be applied to them.

It also allows for **batch numbers/order numbers** to be allocated to packaging, enabling products to be tracked to help ensure that the continuity of colour and quality is maintained between different orders.

The sticker has space for **style** and **colour** information to be added, if required. **Pricing** information can also be displayed on the sticker, but only when requested by the buyer.

When designing the packaging available for the barcode sticker, allow 5mm clear space around it for movement in its application.

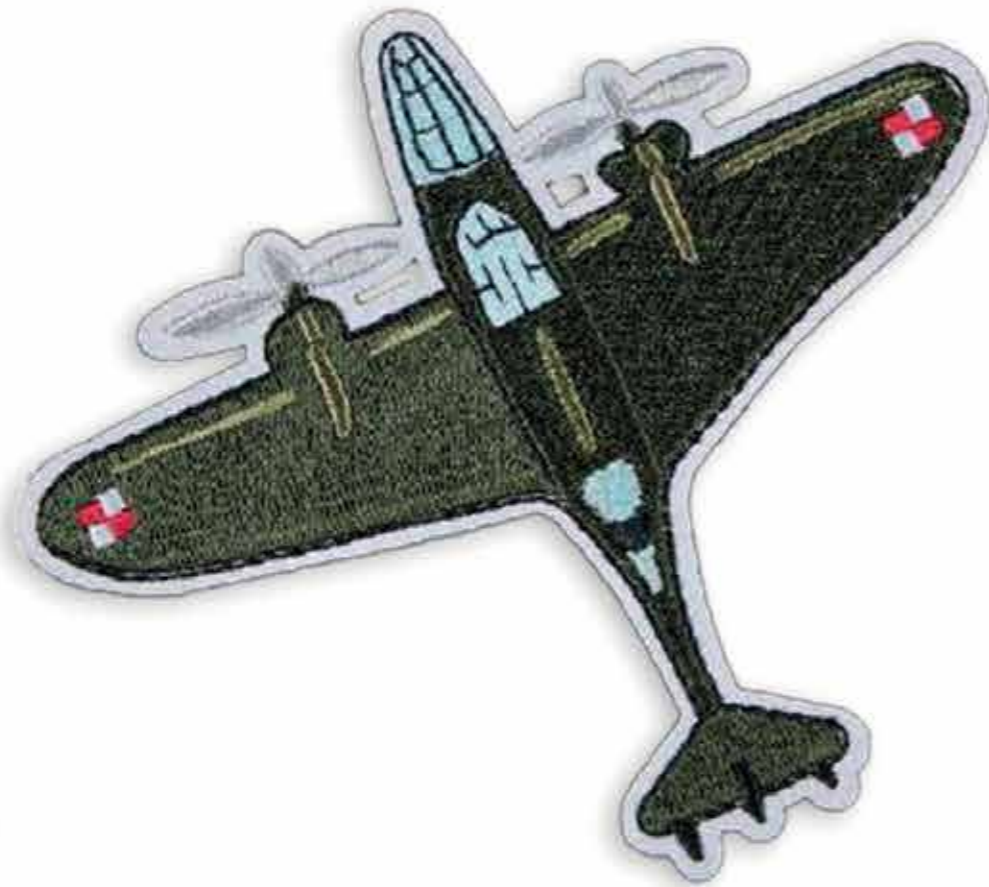






MARIA GEORGE

PLANE IRON ON MOTIF  
MULTICOLOURED | 10 x 9cm



MARIA GEORGE

PLANE IRON ON MOTIF  
MULTICOLOURED | 10 x 9cm

The Maria George Iron On Motif collection is the perfect way to add a touch of personality to your sewing and craft projects. You can use them on your favourite jacket, bag, t-shirt or quilt! The options are just about endless. Mix and match with a range of motifs available.

**YOU WILL NEED**

An iron and ironing board  
Pressing cloth (a thin piece of cotton fabric or towel)  
A firm piece of cardboard covered in aluminum foil or other heat-safe backing material.  
(The backing helps reflect heat back to the patch rather than into the ironing board)

**INSTRUCTIONS**

Pre-heat iron to "dry" cotton setting, not a steam setting. (150-160°C)  
Place the backing card between your project and the ironing board.  
Position your patch face up as desired and cover with the pressing cloth.  
From the front of the patch, press the iron flat in an up and down, vertical motion for 10-20 seconds.  
Turn inside out and using the pressing cloth, repeat on reverse side.

**CAUTION:** Allow the patch and your item to cool completely first, then test an edge of the patch with your fingernail to ensure it is secure.

**WARNING:** Do not remove the patch if you fall on your first attempt or you will damage the adhesive. Just repeat the steps with additional time. Difficulties usually only occur with very unusual fabrics or irons that don't reach proper temperatures.

For further security you can sew on these motifs, just a few well-placed stitches around the edges and any fragile points to ensure it will withstand a lifetime of wear and laundering.

**NOTE:** Do not apply to fabrics too delicate to withstand the heat required or are highly elastic. Ideal for denim jeans & jackets, t-shirts, school bag, sneakers and hats.

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

Made in China



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ARTWORK @ 100% | EXAMPLE ONLY

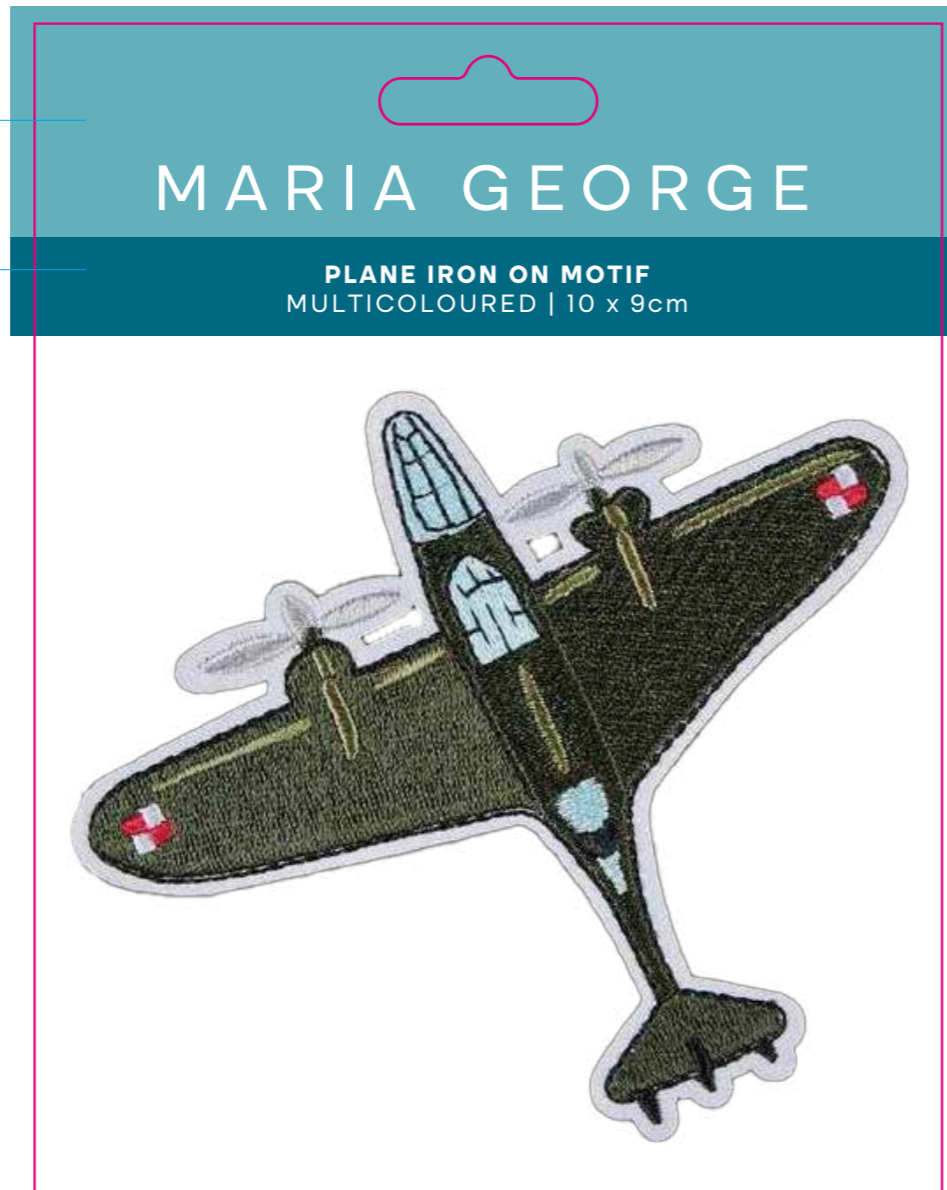
FRONT

Logo  
Altone Regular - 25pt  
Kerning - 200  
UPPERCASE

Product Description  
Altone Bold - 9.5pt  
UPPERCASE

Colour/Size  
Altone Regular - 9.5pt  
Leading - 11.4pt  
Kerning - 100

155mm



120mm

BACK

MARIA GEORGE

PLANE IRON ON MOTIF  
MULTICOLOURED | 10 x 9cm

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(The backing helps reflect heat back to the patch rather than into the ironing board)

**INSTRUCTIONS**

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Turn inside out and using the pressing cloth, repeat on reverse side.

**CAUTION:** Allow the patch and your item to cool completely first, then test an edge of the patch with your fingernail to ensure it is secure.

**WARNING:** Do not remove the patch if you fail on your first attempt or you will damage the adhesive. Just repeat the steps with additional time. Difficulties usually only occur with very unusual fabrics or irons that don't reach proper temperatures.

For further security you can sew on these motifs, just a few well-placed stitches around the edges and any fragile points to ensure it will withstand a lifetime of wear and laundering.

**NOTE:** Do not apply to fabrics too delicate to withstand the heat required or are highly elastic. Ideal for denim jeans & jackets, t-shirts, school bag, sneakers and hats.

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Logo

Product Description  
Colour/Size

Instructions

Composition  
Care and Use  
Import Info  
Country of Origin  
Barcode

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

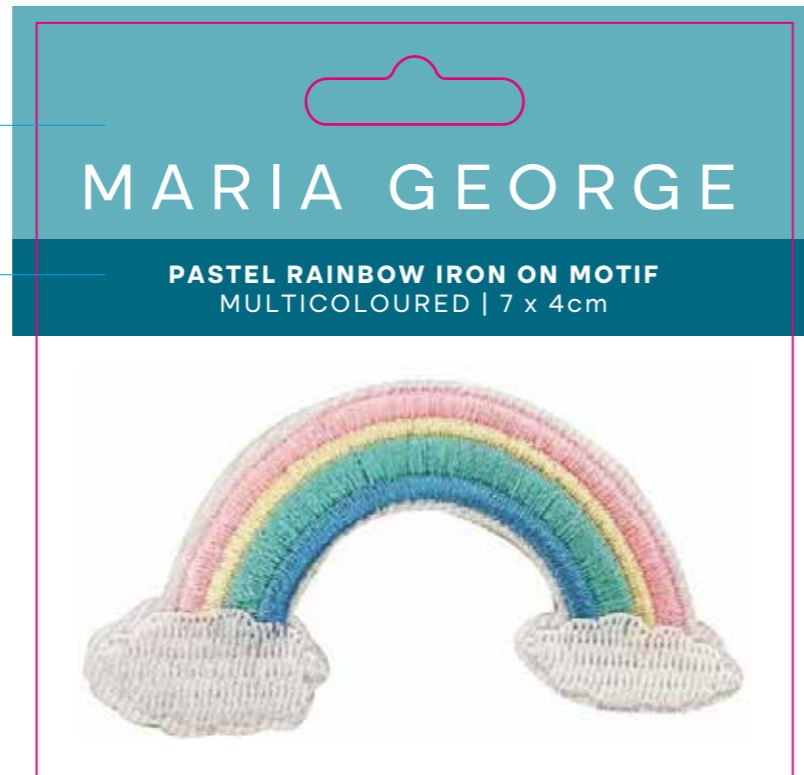
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ARTWORK @ 100% | EXAMPLE ONLY

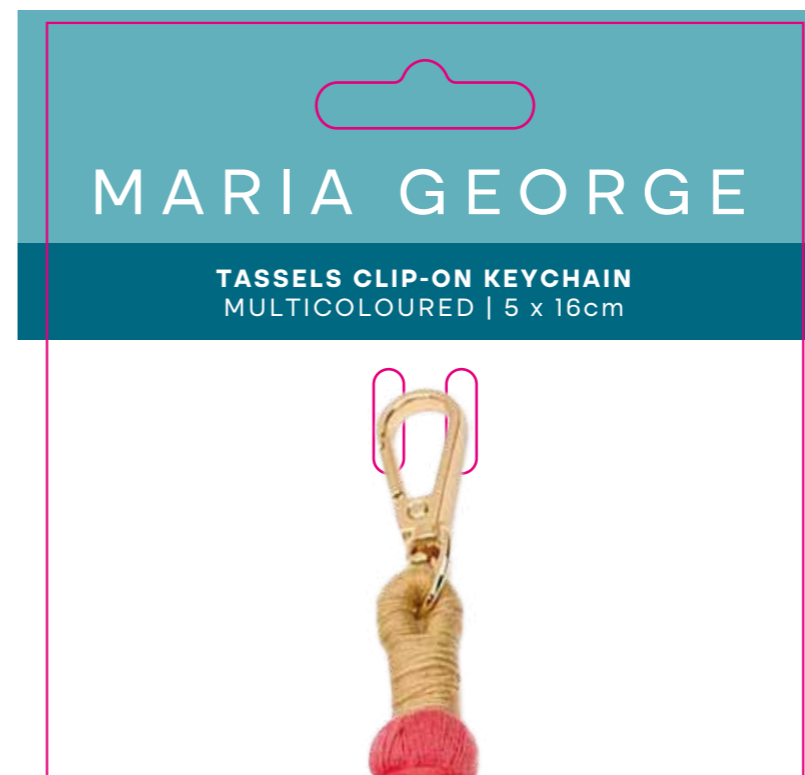
Logo  
Altone Regular - 25pt  
Kerning - 200  
UPPERCASE

Product Description  
Altone Bold - 9.5pt  
UPPERCASE

Colour/Size  
Altone Regular - 9.5pt  
Leading - 11.4pt  
Kerning - 100



100mm



100mm



100mm

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ARTWORK @ 100% | EXAMPLE ONLY

FRONT

BACK

MARIA GEORGE

WATERCOLOUR CACTI IRON ON TRANSFER  
MULTICOLOURED | 20 x 13cm



MARIA GEORGE

WATERCOLOUR CACTI IRON ON TRANSFER  
MULTICOLOURED | 20 x 13cm

The Maria George Iron On Transfer collection is the perfect way to add a touch of personality to your sewing and craft projects. You can use them on your favourite jacket, bag, t-shirt or quilt! The options are just about endless. Mix and match with a range of motifs available.

**YOU WILL NEED**

An iron and ironing board  
Pressing cloth (a thin piece of cotton fabric or towel)  
A firm piece of cardboard covered in aluminum foil or other heat-safe backing material.  
(The backing helps reflect heat back to the patch rather than into the ironing board)

**INSTRUCTIONS**

Pre-heat iron to "dry" cotton setting, not a steam setting. (150-160°C)  
Place the backing card between your project and the ironing board.  
Position your patch face up as desired and cover with the pressing cloth.  
From the front of the patch, press the iron flat in an up and down, vertical motion for 10-20 seconds.  
Turn inside out and using the pressing cloth, repeat on reverse side.

**CAUTION:** Allow the plastic and your item to cool completely first, then test an edge with your fingernail to ensure it has transferred. There should be a slight ripple or bubbling in the plastic. If the plastic is perfectly flat, your iron was probably not warm enough. If it looks like the edges are shrinking, your iron might be a little too warm.

**WARNING:** Do not remove the patch if you fail on your first attempt or you will damage the transfer. Just repeat the steps with additional time. Difficulties usually only occur with very unusual fabrics or irons that don't reach proper temperatures.

**NOTE:** Do not apply to fabrics too delicate to withstand the heat required or are highly elastic. Ideal for denim jeans & jackets, t-shirts, school bag, sneakers and hats.

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

MARIA GEORGE

SET OF 10 HAIR CLIPS  
SILVER | 50mm



These magnificent hair clips with one hole provide a steady base for your next millinery project. Made from high quality metal, offering a stunning metallic finish paired with durable, long lasting use.

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ARTWORK @ 100% | EXAMPLE ONLY

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

Logo  
Altone Regular - 25pt  
Kerning - 200  
UPPERCASE

Product Description  
Altone Bold - 9.5pt  
UPPERCASE

Colour/Size  
Altone Regular - 9.5pt  
Leading - 11.4pt  
Kerning - 100



50mm

50mm

100mm

MARIA  
GEORGE

RAINBOW FRINGE  
MULTICOLOUR | 15cm x 1m

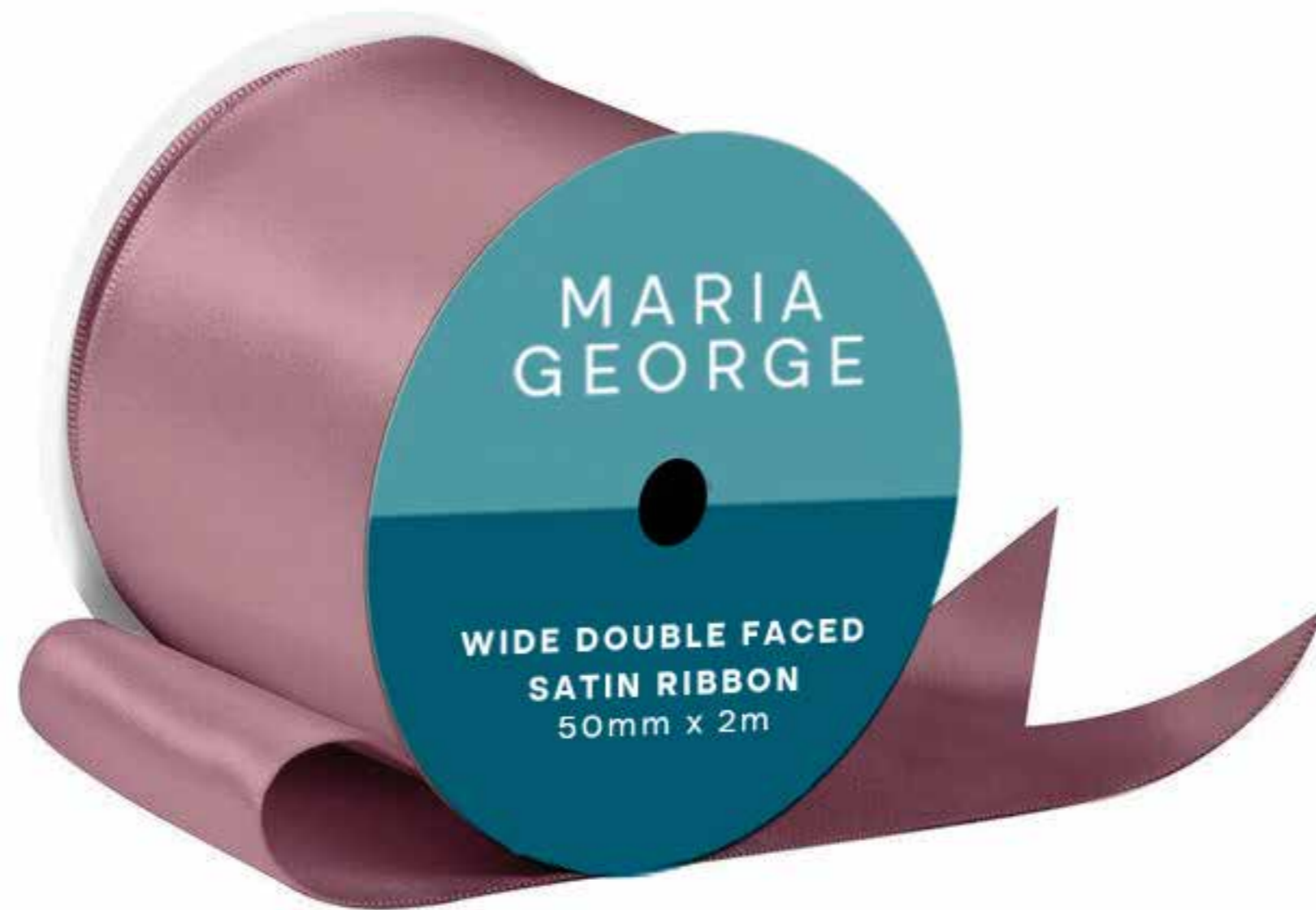




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ARTWORK @ 100% | EXAMPLE ONLY

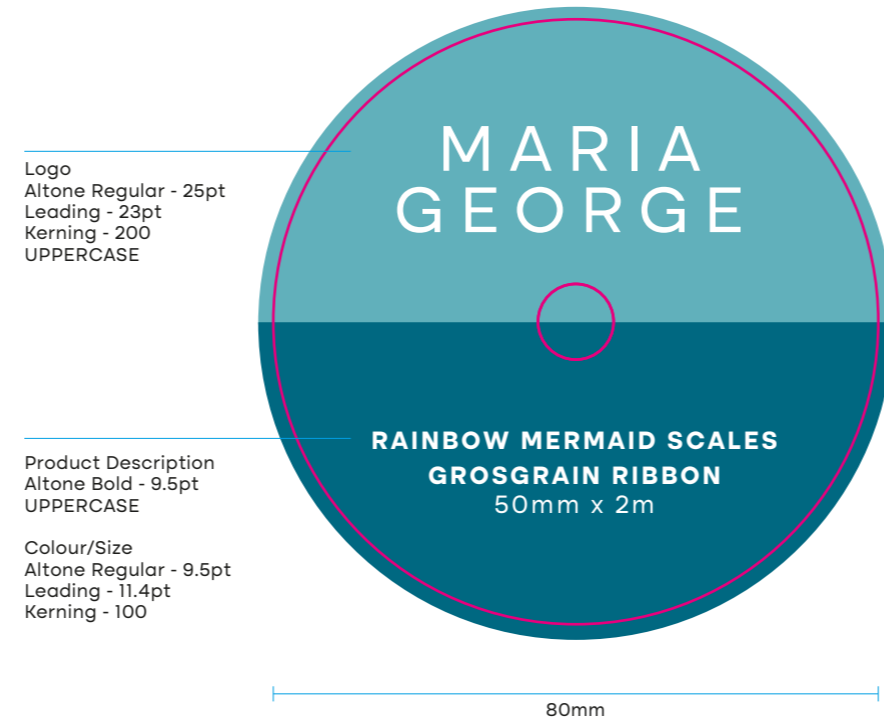




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ARTWORK @ 100% | EXAMPLE ONLY

FRONT



BACK



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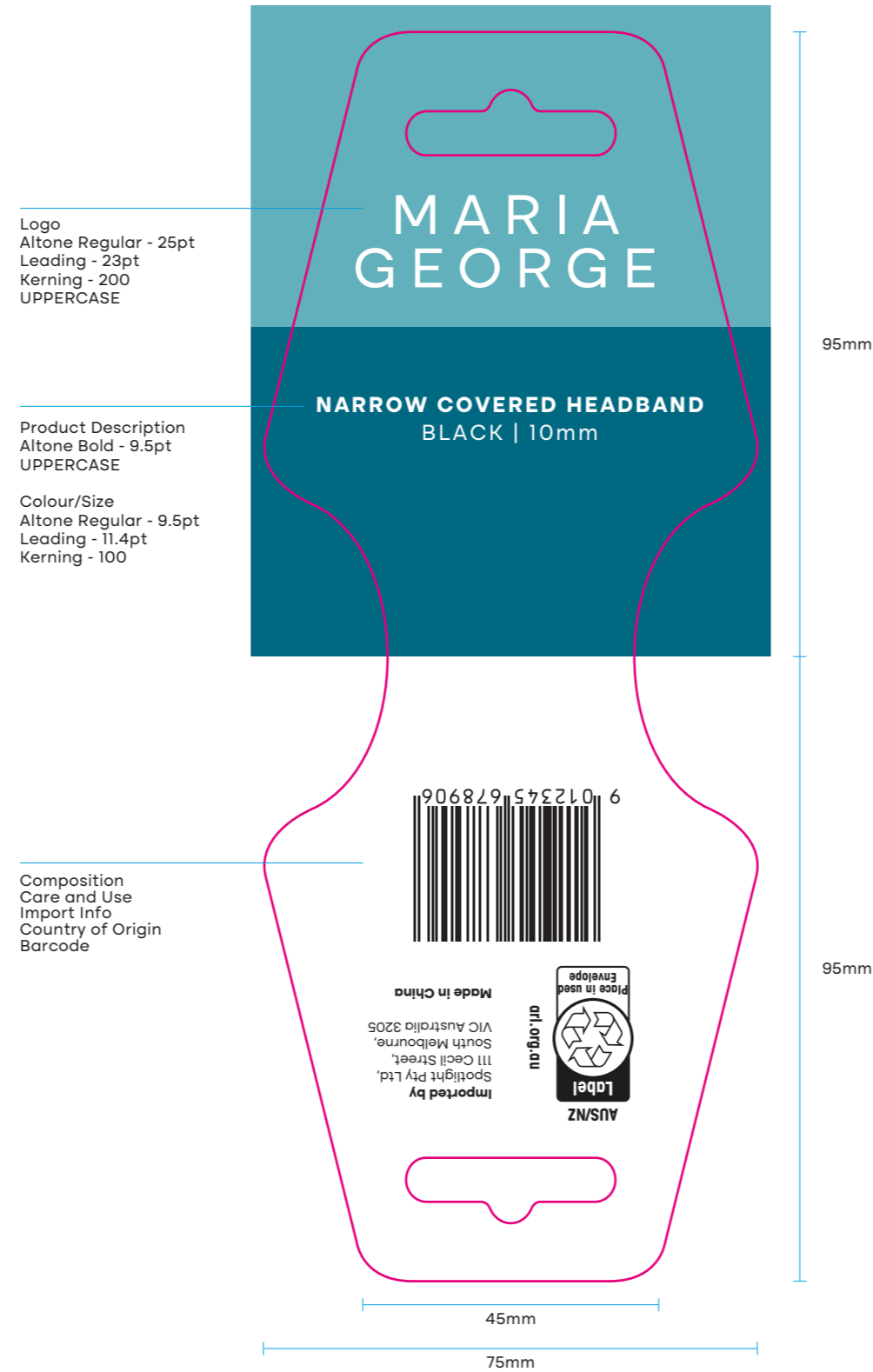
MARIA  
GEORGE

NARROW COVERED HEADBAND  
BLACK | 10mm



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ARTWORK @ 100% | EXAMPLE ONLY



Logo  
 Altone Regular - 25pt  
 Leading - 23pt  
 Kerning - 200  
 UPPERCASE

Product Description  
 Altone Bold - 9.5pt  
 UPPERCASE

Colour/Size  
 Altone Regular - 9.5pt  
 Leading - 11.4pt  
 Kerning - 100

Composition  
 Care and Use  
 Import Info  
 Country of Origin  
 Barcode



MARIA  
GEORGE

SET OF 10 HAIR CLIPS  
SILVER | 50mm

These magnificent hair clips with one hole provide a steady base for your next millinery project. Made from high quality metal, offering a stunning metallic finish paired with durable, long lasting use.

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ARTWORK @ 100% | EXAMPLE ONLY

FRONT



BACK



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

MARIA GEORGE

SUPERSOFT STRETCH TWILL TAPE  
BABY PINK | 10mm x 5m



**Composition:** Polyeste

**Care and Use:** Cold hand wash. Do not soak or wring.  
Do not bleach. Hang dry in shade. Cool iron.



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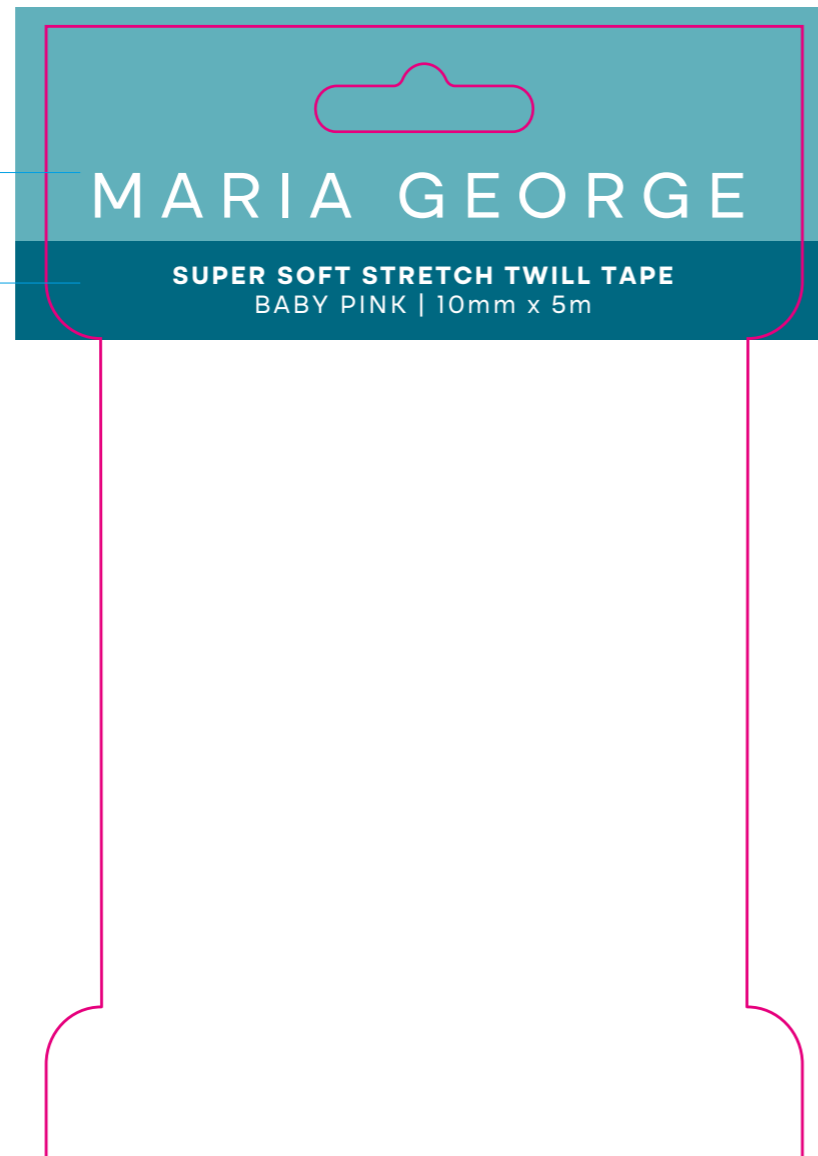
ARTWORK @ 100% | EXAMPLE ONLY

FRONT

Logo  
Altone Regular - 25pt  
Kerning - 200  
UPPERCASE

Product Description  
Altone Bold - 9.5pt  
UPPERCASE

Colour/Size  
Altone Regular - 9.5pt  
Leading - 11.4pt  
Kerning - 100



BACK

Composition: Polyeste

Care and Use: Cold hand wash. Do not soak or wring.  
Do not bleach. Hang dry in shade. Cool iron.



ari.org.au

Composition  
Care and Use  
Import Info  
Country of Origin  
Barcode

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

150mm

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100mm



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ARTWORK @ 100% | EXAMPLE ONLY

