



# SPARTY

Costumes & Party Supplies

## Brand Guidelines

Sept 2020

**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 SPARTYS brand.

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



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## Brand Positioning

When its time to party, **SPARTYS** has got it all wrapped up. Whether its costumes for all the family, decorations or tableware, our range has something for everyone. With great prices that won't blow the budget but still wow your guest SPARTYS will put you in the mood to party!

Tier

**BEST**

**BETTER**

**GOOD**

**ENTRY**

Category

**PARTY SUPPLIES**

**COSTUMES**

**CONFECTIONERY**

Brand Personality

**FUN**

**RELAXED**

**EVERYDAY**

**VIBRANT**

**CONFIDENT**

Brand Values

**ACCESSIBLE**

**MAINSTREAM**

**VALUE FOR MONEY**



# Brand Toolkit

Logo: Usage / Sizing / Placement pg 6

Colour and Fonts pg 9

Typography pg 10



This section displays color and font specifications. It includes a white swatch labeled 'White' and a PMS 281 swatch. Below these are several CMYK color swatches arranged in a grid, each with its corresponding CMYK values. To the right, the font 'Poppins' is shown in three styles: Poppins Medium, Poppins Semi Bold, and Poppins BOLD, each followed by a line of lowercase letters 'abcdefghijklmnopqrstuvwxyz'.

This section shows typography examples on a dark blue background. It features the text '30PT POPP BOLD/30' in a large, light blue font, and '22.5pt Popp Medium/30' in a smaller, light blue font.

Imagery pg 11

Packaging Examples pg 16-32



# Logo



**The SPARTYS logotype** is a bespoke piece of typography. It is bold, fun and playful.

The rainbow of colours represents the variety of range – something for everyone.

The logo must always be positioned at the top of the packaging area on a dark blue background (PMS 281). The logo should be centred within the horizontal space.

**The SPARTYS 'rainbow band'** is a graphic used to top (and tail) packaging applications. It is an additional visual element that adds excitement and fun.

The 'rainbow band' must extend from edge to edge of the packaging.

# Logo Usage

## Clearspace

Clearspace is applied to ensure the logo is clearly visible and stands out on shelf. The minimum clear space around the logo is determined by the bounding box of the logo (see blue line below).



Standard logo tagline sits under SPAR

## Alternative Tagline

An alternative version (where the tagline runs the full width of the logotype) is to be used when the logo is smaller than 50mm in width.

Minimum size: 25mm wide.



## Small Usage

A simplified small use version of the logo has been developed to cope with poor reproduction at small scale – especially when reproduced in catalogues.

This version is NOT for general usage.  
Minimum size: 10mm x 5mm.  
Maximum size: 25mm x 12.5mm.



## 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** reinterpret the identity assets.



**Don't** alter the colourways.  
**Don't** apply any drop shadows.



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



## Mono Logo

A mono version of the logo has been created for use on single colour items such as 'shippers' or 'sewn in care labels'.

This version is NOT for general usage.

# Logo Size and Placement

## Standard application

The logo aligns to the centre of the label area and is scaled to the width of 10 of the 'rainbow band' stripes (including clearspace)

## Reduced space application

If there is not sufficient room for the logo to be 10 stripes wide the logo is to be scale down to 8 stripes wide.

## No 'rainbow band' application

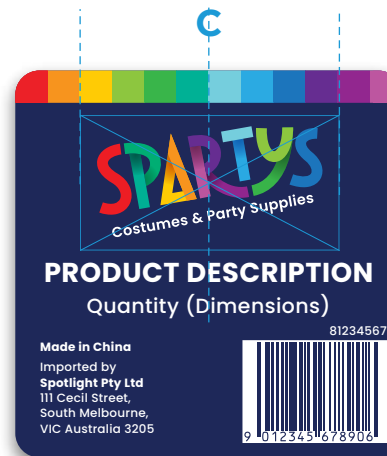
For applications where the 'rainbow band' is not being used due to production limitations the logo is centred within the label area.

## Extreme landscape applications

Where there is insufficient room for the logo and product description to be stacked the logo moves to the left hand side of the label area. The logo is centred within the left hand third of the label area.



Standard



Reduced space



No 'rainbow band'

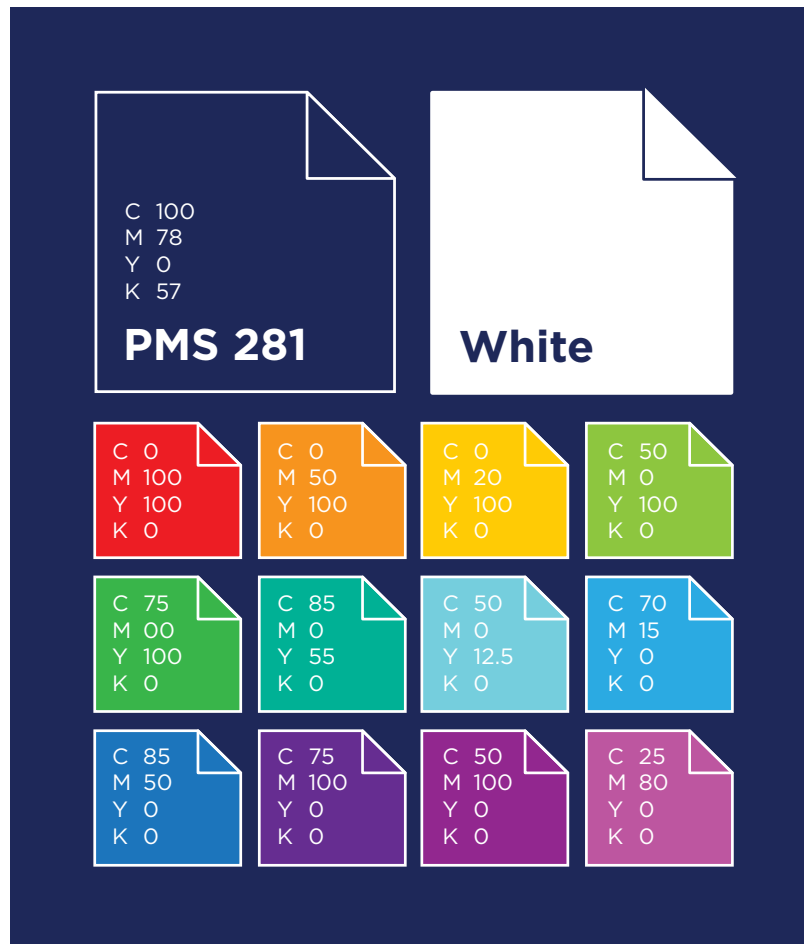
Extreme landscape



# Colour

The SPARTYS colour palette is bold and colourful.

Wherever possible PMS 281 should be used as the background colour.  
The rainbow of colour can be reproduced in four colour process.



# Fonts

The SPARTYS logotype is a bespoke piece of typography.

The supporting brand typeface is Poppins and should be used for all brand applications.

Poppins comes in a wide variety of weights but 'Bold', 'Semi-Bold' and 'Medium' are the three preferred weights to use.

For mandatory information such as safety warnings or nutritional information, use 'PF Grand Gothic Condensed'.

## Poppins Medium

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%&\*()

## Poppins Semi Bold

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%&\*()

## Poppins Bold

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%&\*()

## PF Grand Gothic Condensed

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%&\*()

## PF Grand Gothic Condensed BOLD

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%&\*()



# Typography

It is important to have a consistent approach for the on-pack information.

The following approach is to be used for the majority of applications and can be scaled up and down in ratio to meet all pack sizes and formats.

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



**PRODUCT DESCRIPTION**  
Quantity (Dimensions)

**XPT POPPINS BOLD/XPT LEADING**  
0.75 Xpt Poppins Medium/Xpt Leading

**20PT POPPINS BOLD/20PT**  
15pt Poppin Mediums/20pt Leading

**12PT POPPINS BOLD**  
**12PT LEADING**  
9pt Poppins Medoum/12pt  
9pt Poppins Medoum/12pt

**30PT POPPINS**  
**BOLD/30PT**  
22.5pt Poppins  
Medium/30pt

# Product Imagery and Icons

Items that need to be photographed (such as costumes) should be shot on a white background and isolated. Imagery must be well lit to ensure colours are vibrant. The models should be expressive and having fun.

For costumes where multiple shots are to be used together ensure lighting is consistent and that a range of angles and poses are captured. Show shots from the front, side and back if possible.



For unisex costumes both genders can be shown

# 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. SPARTYS Logo
2. SPARTYS Rainbow Band
3. Product Description
4. Product Window

## Product Information

5. Weight/Size/Dimensions/Quantity

## BACK OF PACK

6. Logo (Alternative Tagline)
7. Care Instructions
8. Address (Spotlight Head Office)
9. Country of Origin (e.g. Made in China)
10. Product Warning
11. Mandatory Information (e.g. Nutritional Information)
12. Barcode

## FRONT OF PACK



## BACK OF PACK



**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.

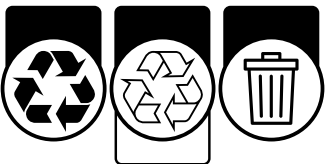
### Classification

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.

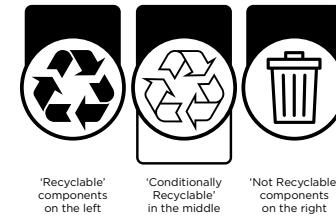
For more information on recycling visit [arl.org.au](http://arl.org.au)



### 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. A L

A  
P C A L

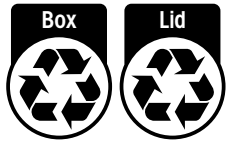
**Separable Component**

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. I

A L

**Best Practice**



**Not Permitted**



**Separable Component Exceptions**

I A L E

I A L

C F A L D D



**Instructions**

A instructions for an alternative destination or to check locally

C B

**Approved Consumer Behaviours**

A C B APCO P EP

P EP E

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



**Cardboard: Flatten to Recycle**

A D



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

A F M F B D M  
F OCC M F



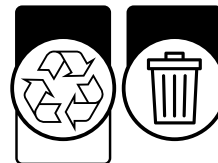
**Small Paper: Place in Used Envelope**

P



**Less Widely Accepted Packaging Items: Check Locally**

F A N A L C



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

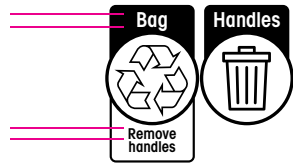
A F C



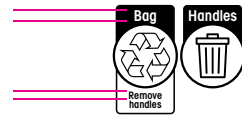
**DESIGN**

text must be  
 component name and URL text is 2mm in height.

**BEST PRACTICE MINIMUM**

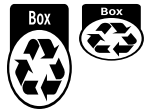


**OPTIONAL MINIMUM**



Members must use the ARL artwork EPS files as they appear when downloaded  
 designs must not be altered

**BEST PRACTICE**



ARL should always be positioned in an easily accessible position, more than likely placed close to the barcode

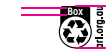
The minimum size for the ARL artwork is 12mm high (not including the consumer instructions tab).



**MICRO ARL STYLE GUIDE**

where on-pack labeling area is limited  
 decreased past 12mm, to as small as 8mm, and the component name text can be reduced to 1.4mm

external surface area of the packaging is less than 100cm<sup>2</sup>  
 component name can have no more than four letters.



**USE WITH OTHER LOGOS**

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

**NOT PERMITTED**



**DIFFERENCES IN LABELING ACROSS COUNTRIES**

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.



## 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.

# 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 Adhesive Label

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

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

**Example A** price marked product

**Example B** non price marked product

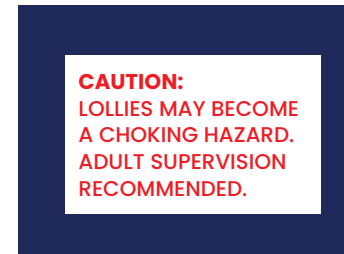


## Product Warnings

Some products will require a warning/caution 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 costumes) or the actual product (e.g. the risk of choking from confectionery).

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



**Red Text:**  
M 100 Y 100.

**Minimum Text Size:**  
8pt/10pt leading.  
Font must be sans serif.

**WARNING:**  
Must be in bold.

For large packaging formats the warning is to be scaled up to an appropriate size so that it is clearly visible at a glance.

## Address and Country of Origin

The Spotlight Head Office address details must include on all labels as well as the country of origin (where the product was made).

There are two layout options depending on the available space.

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

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

**Minimum Text Size:**  
7pt/Auto leading.

3.5pt space after paragraph between 'Address' and 'Country of Origin'.



# General Design Principles

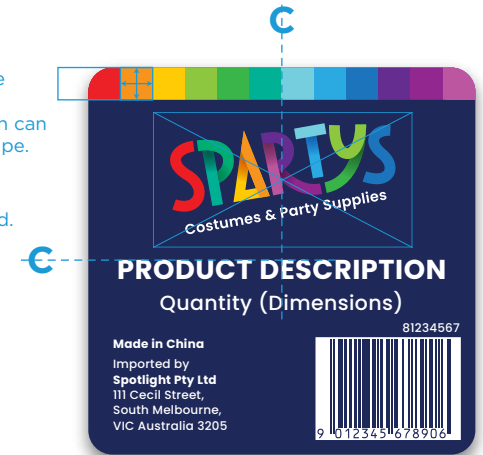
By consistently combining the key elements shown on the previous pages we can create consistency between different products and formats within the SPARTYS range.

- The logo is centred or range left.
- The SPARTYS 'rainbow band' extends from edge to edge of the packaging area.
- The background colour is PMS 281.
- The typeface is Poppins.
- The product information follows the sizing ratios and placement outlined on the typography pages.
- Ensure all required mandatory information is in place and correct.



The 'rainbow band' depth should be at least the width of one stripe. For 'extreme landscape' items the depth can be reduced to two thirds of one stripe.

The 'rainbow band' must show all 12 colours. For circular items the stripes on the edges will be cropped.



The logo aligns to first and last stripe of the 'rainbow band'.



In these examples a 10° angle is used for the type and panels.



The single colour logo is centred with the label area.

For landscape applications the label area is divided into thirds. The logo is centred within the left third and the product description is centred within the remaining two thirds.



# 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 principles to guide your design decision making.

Keep it simple and compare it to existing products and the examples shown here. If the new design is not correct, adjust the design until it is.

If you have any concerns or questions please contact your SPARTYS buyer.

# SPARTYS / Costumes / Ride on Shark / Insert

In Situ shown at 40%



# SPARTYS / Costumes / Additional Examples

In Situ shown at 22%



C 85  
M 50  
Y 0  
K 0

**ADULT**

C 0  
M 100  
Y 100  
K 0

**TODDLER**

C 0  
M 50  
Y 100  
K 0

**3-5 YRS**

C 50  
M 0  
Y 100  
K 0

**6-8 YRS**

C 50  
M 0  
Y 12.5  
K 0

**9+ YRS**

C 25  
M 80  
Y 0  
K 0

**ONE SIZE FITS MOST**

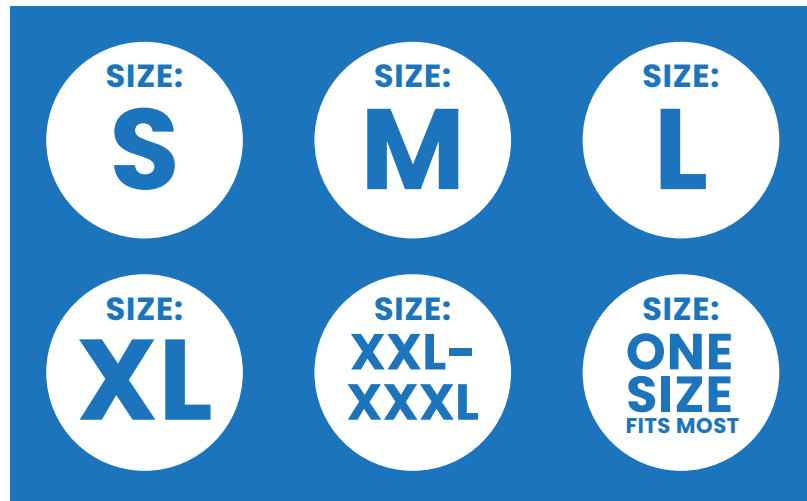
# SPARTYS / Costumes / Ride on Shark / Insert

Artwork shown at 40%

## Kids costume size icons



## Adult costume size icons



### Barcode



### Article Number

8pt Poppins Medium

### Address & Country of Origin

8pt Poppins Medium  
8pt Poppins Bold

### Spartys Rainbow Band

### Spartys Logo

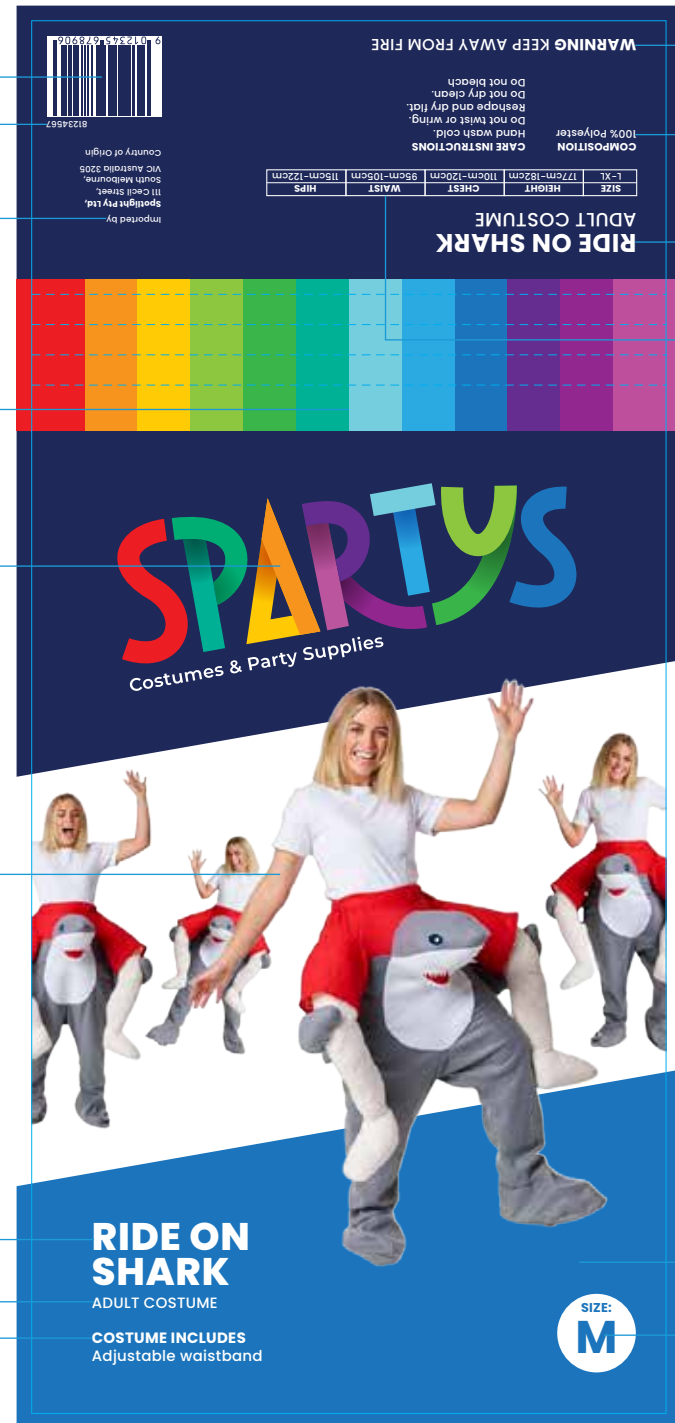
### Imagery

See page 14

### Product Description

### Size

### Product Details



### Warning

15pt Poppins Bold  
15pt Poppins Medium

### Composition and Care Instructions

10pt Poppins Bold  
10pt Poppins Medium

### Product Description

24pt Poppins Bold  
18pt Poppins Medium

### Size Chart

9pt Poppins Bold  
9pt Poppins Medium



### Size Colour Panel

### Size Icon

Poppins Bold



# SPARTYS / Party Balloons / Bag

In Situ shown at 40%

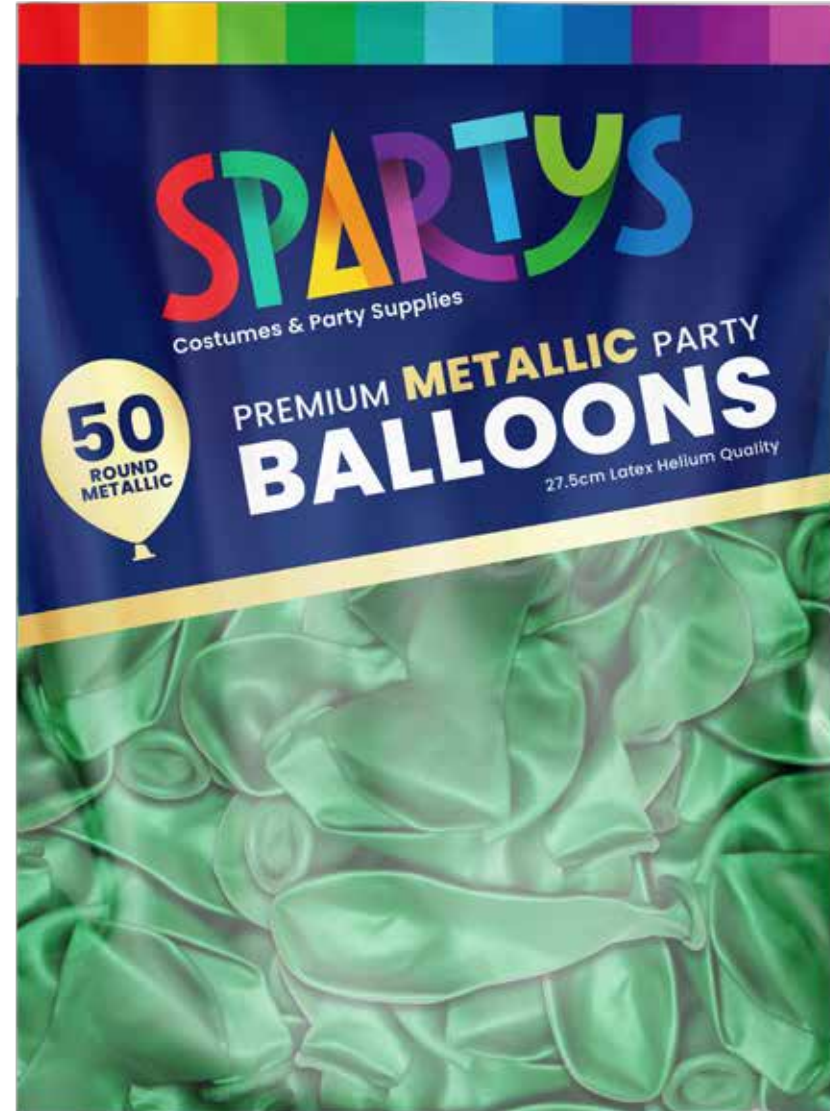


# SPARTYS / Party Balloons / Bag

In Situ shown at 40%



OPTION A

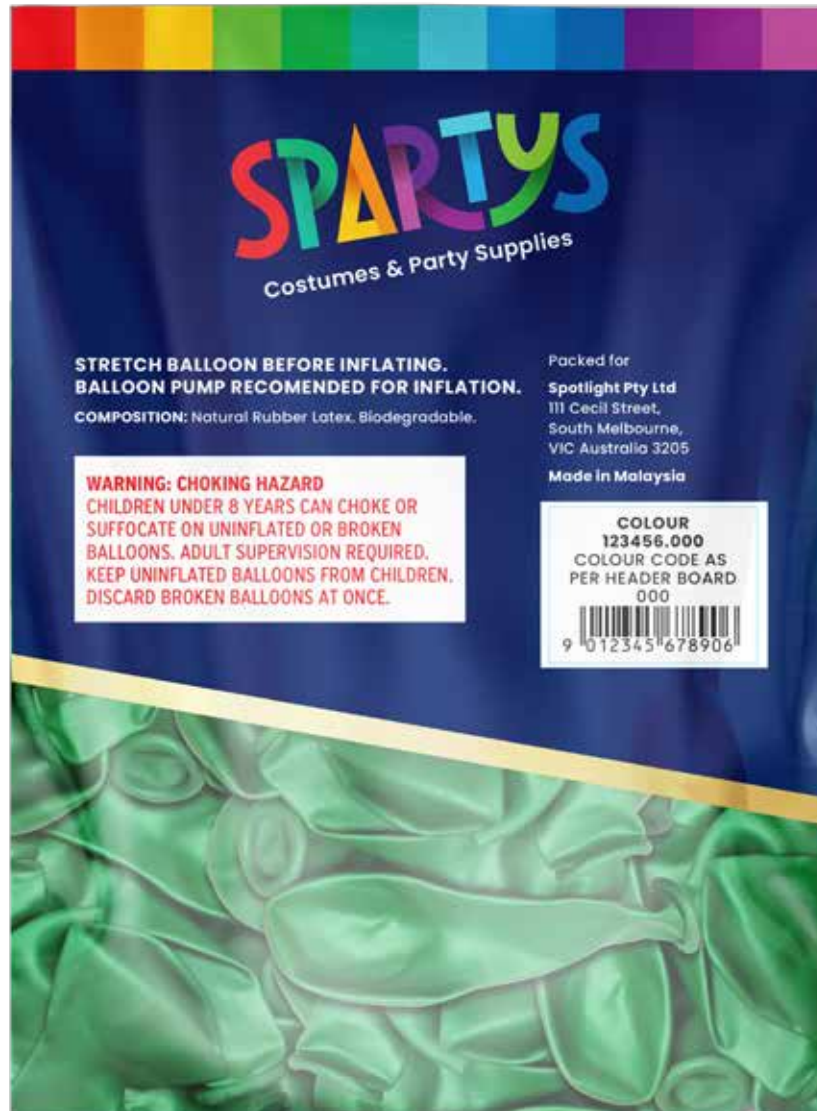


OPTION B



# SPARTYS / Party Balloons / Bag

In Situ shown at 40%



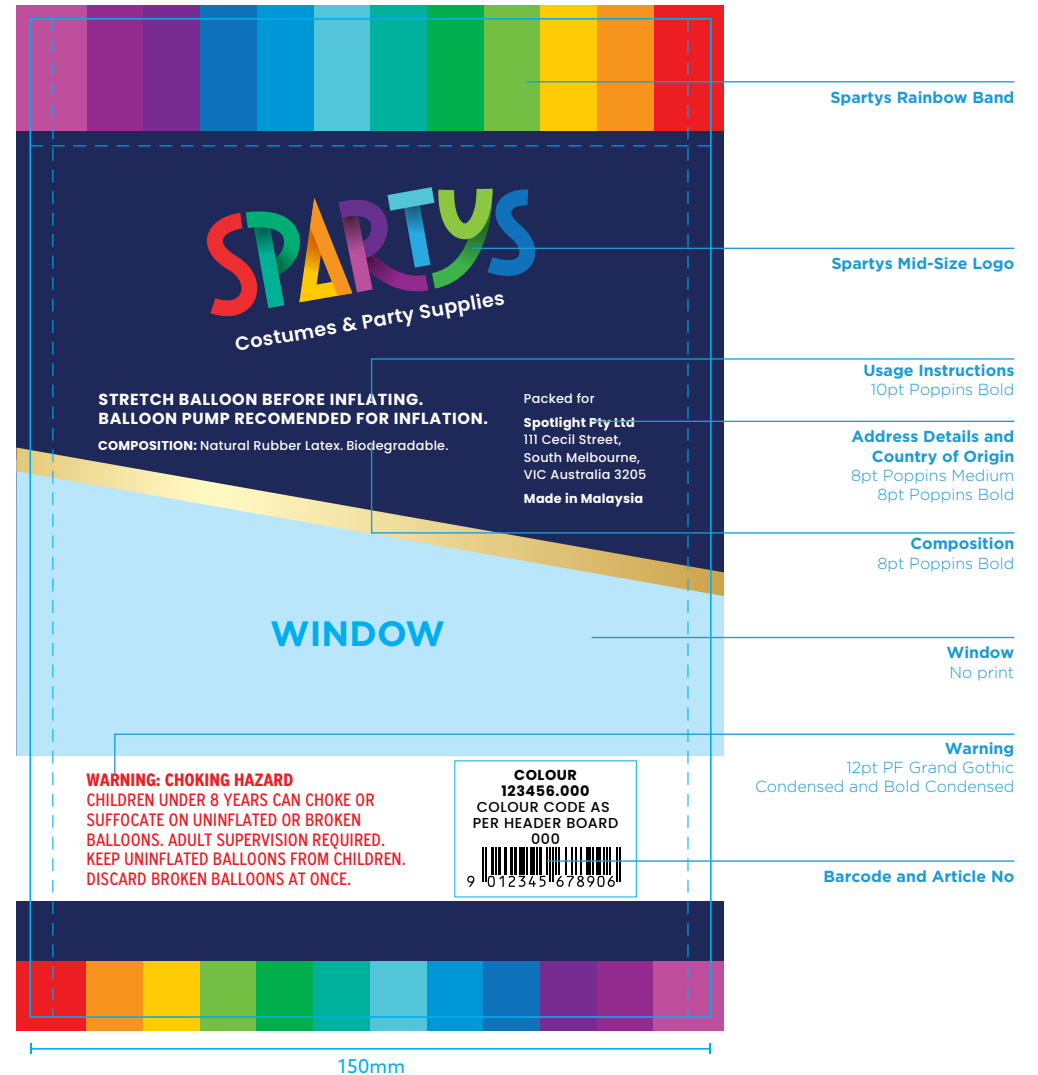
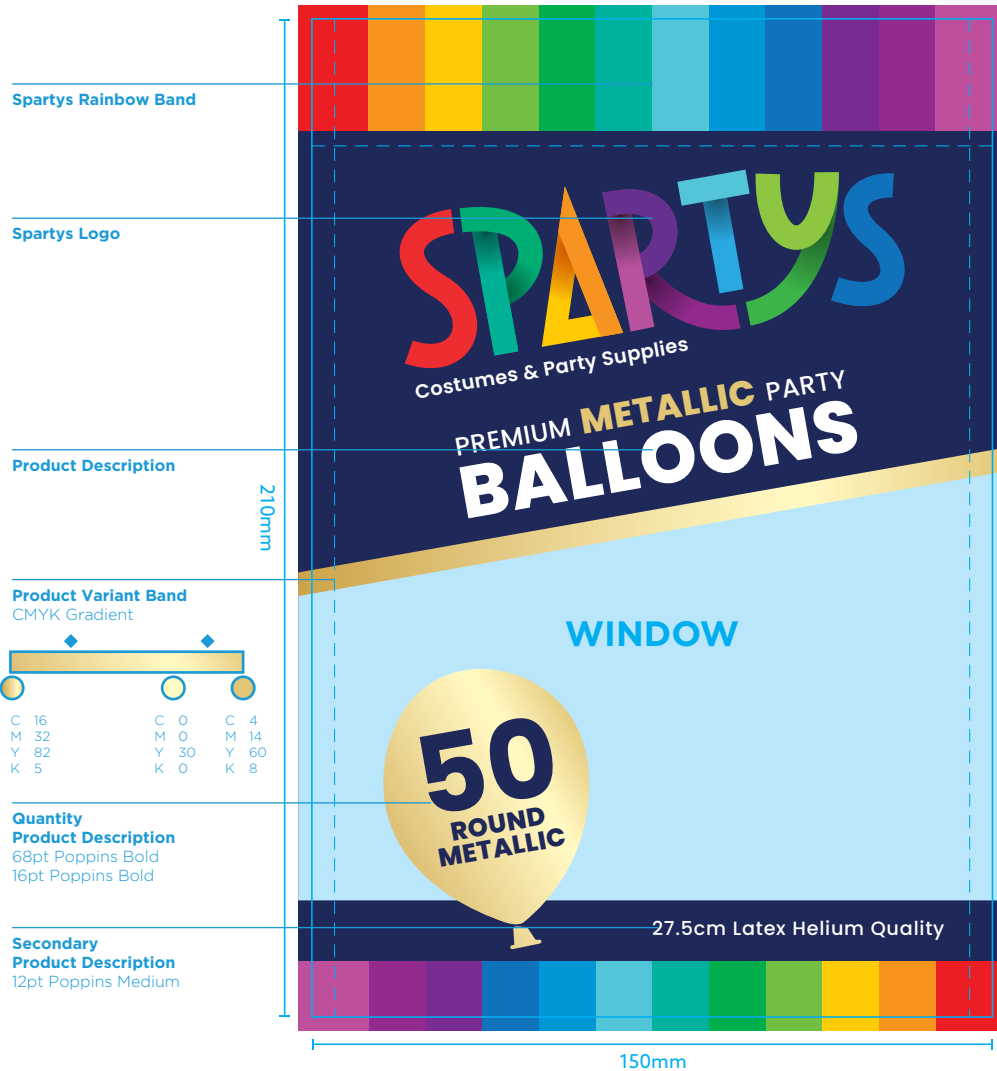
OPTION A



OPTION B

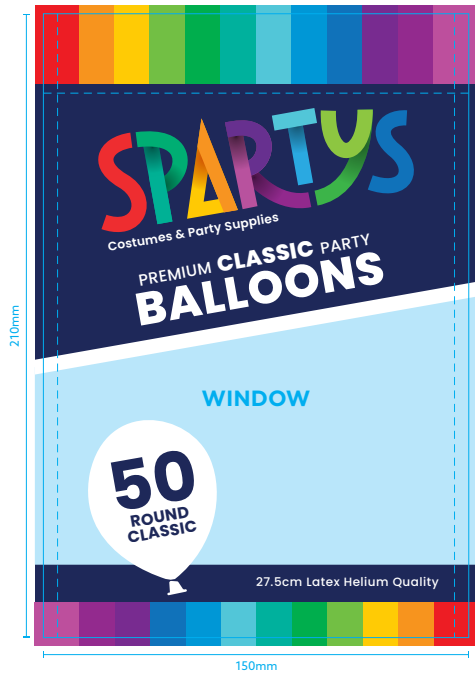
# SPARTYS / Party Balloons / Metallic / Bag

Artwork shown at 60%

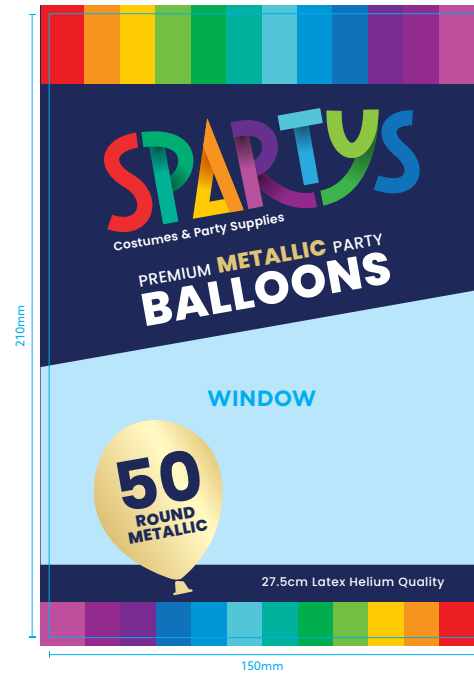


# SPARTYS / Party Balloons / Range Differentiation

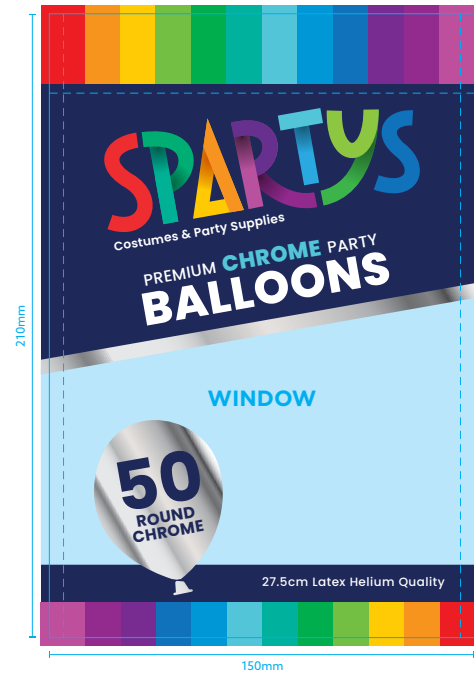
Artwork shown at 60%



C 0  
M 0  
Y 0  
K 0



C 5  
M 14  
Y 60  
K 8



C 60  
M 0  
Y 15  
K 0



C 0  
M 50  
Y 25  
K 0

# SPARTYS / Confectionery / Bag

In Situ shown at 55%





# SPARTYS / Confectionery / Bags

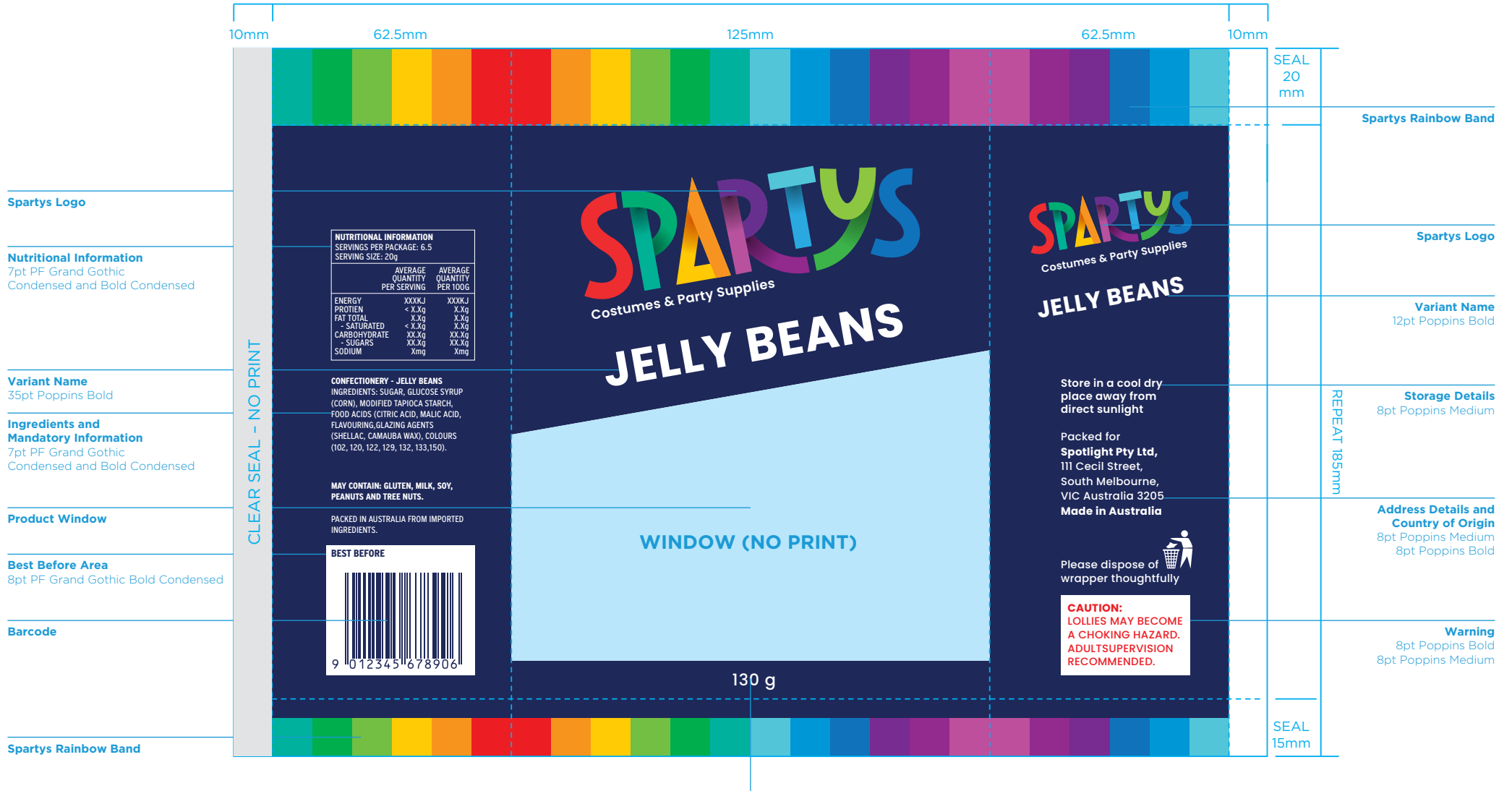
In Situ shown at 40%



# SPARTYS / Confectionery / Bag

In Situ shown at 70%

TOTAL WIDTH 270mm

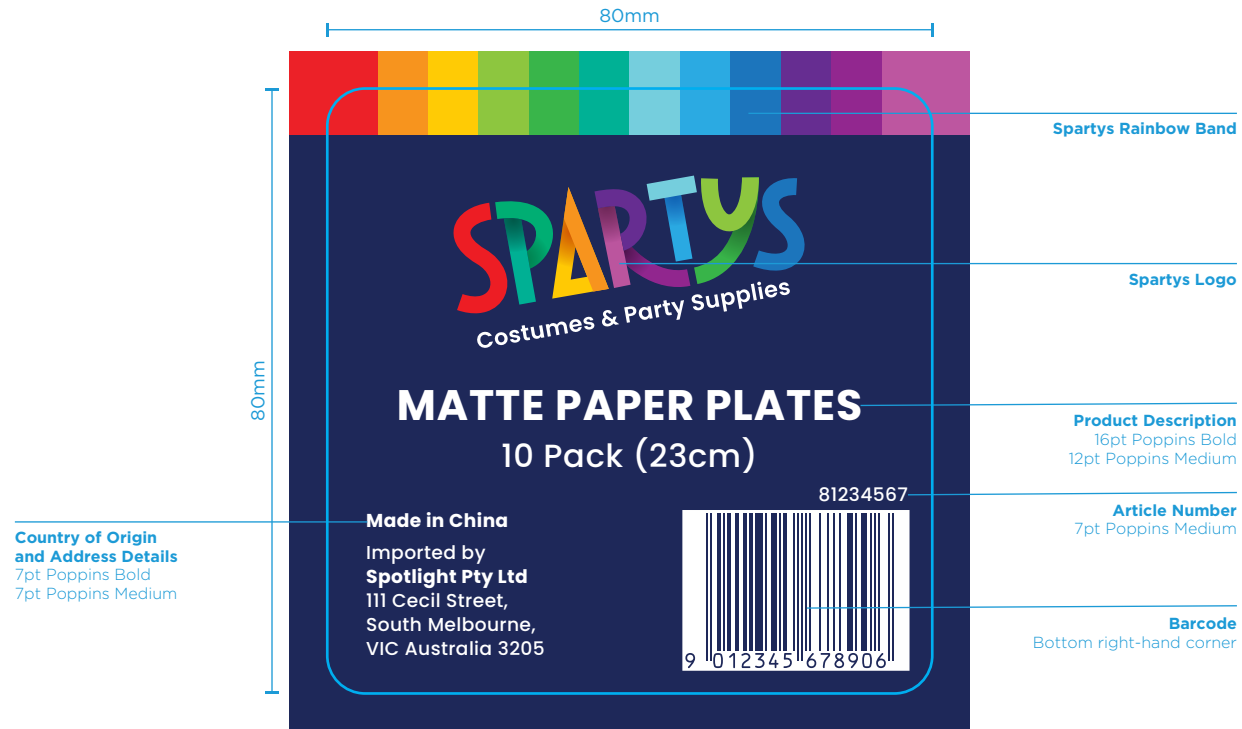


# SPARTYS / Additional / Square Stickers

Artwork shown at 100%

**Substrate:**

Cardboard XXXGSM

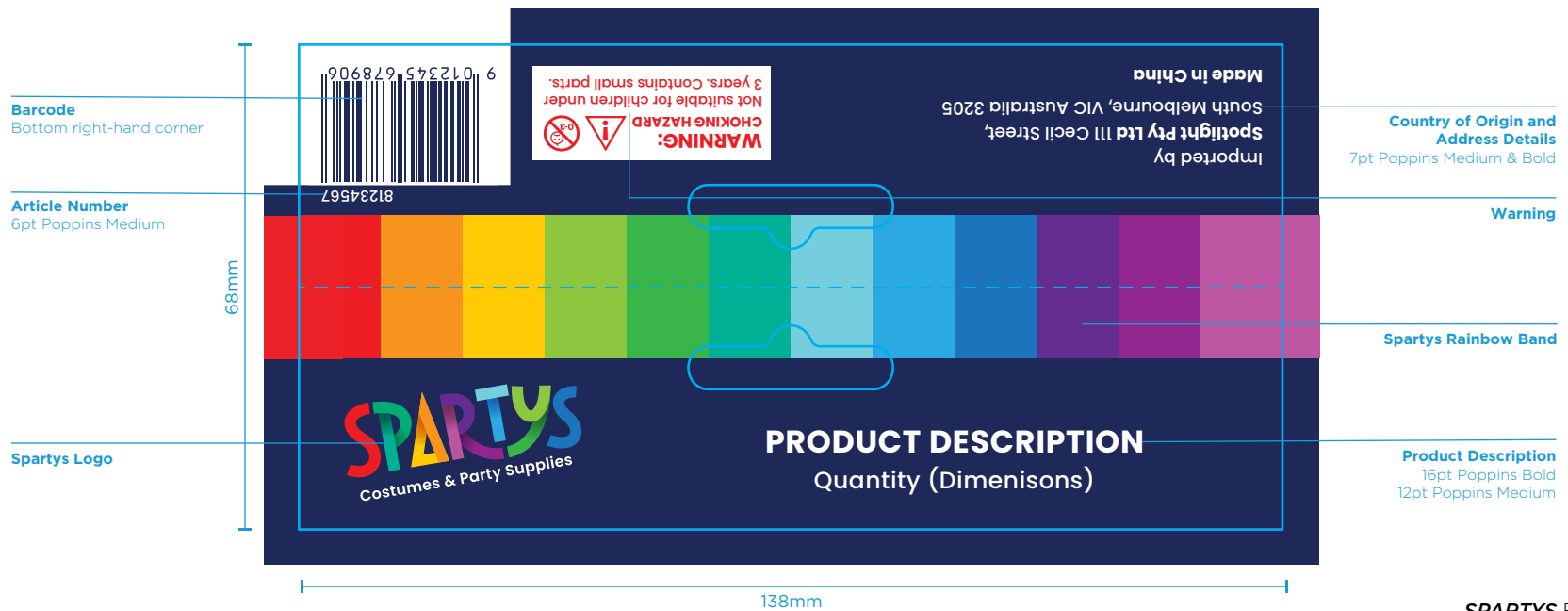






# SPARTYS / Tableware / Hangsell

Artwork shown at



**SPARTYS** / Tableware / Paper Straws / **Plastic Free Box**





# SPARTYS / Tableware / Paper Straws / Plastic Free Box



# SPARTYS / Tableware / Paper Napkins / **Plastic Free Box**

In Situ



# SPARTYS / Tableware / Paper Napkins / Plastic Free Box

Artwork shown at 80%



# SPARTYS / Tableware / Paper Cups / **Plastic Free Box**

In Situ





# SPARTYS / Tableware / Paper Plates / Plastic Free Box

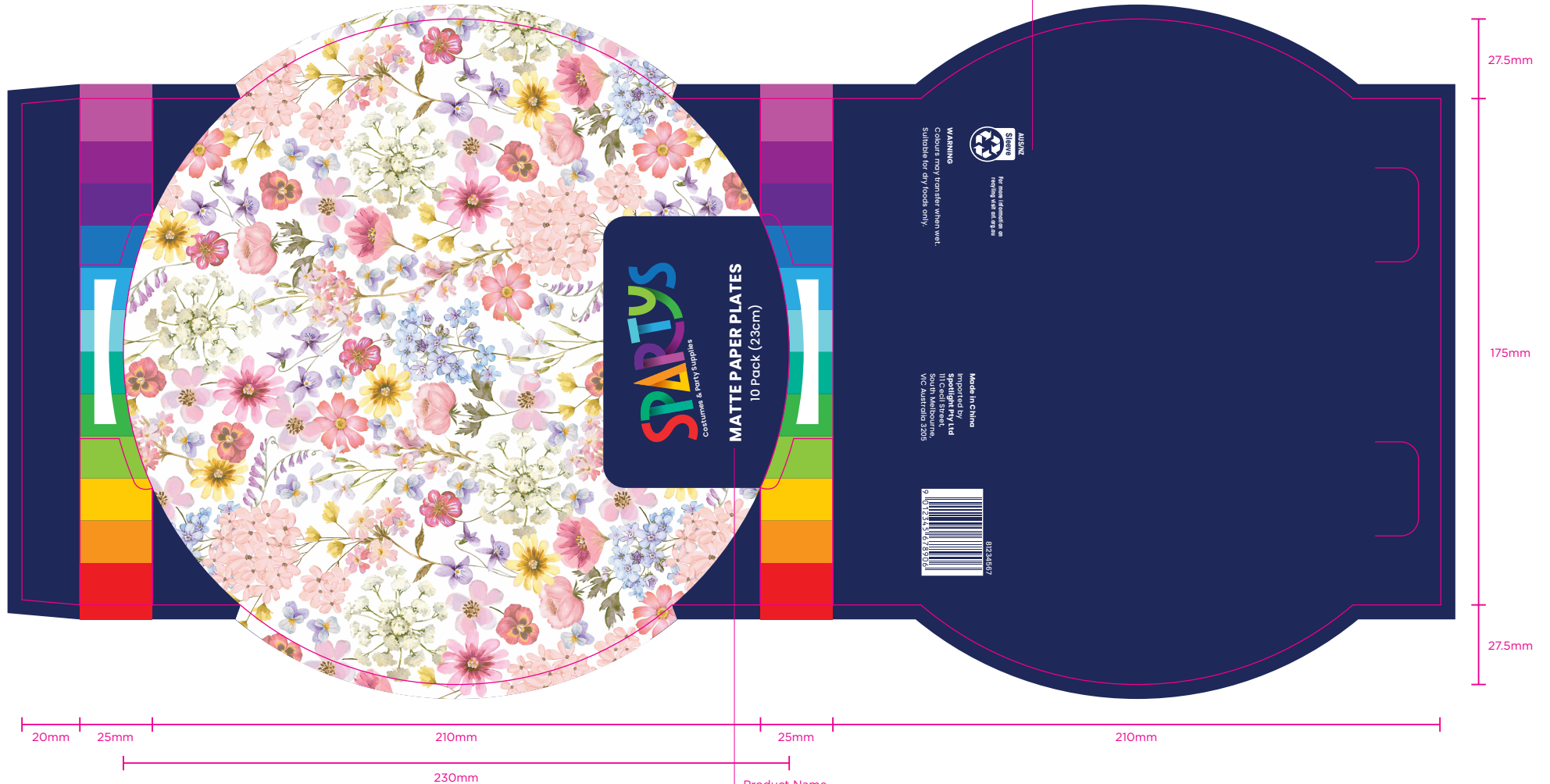
In Situ





# SPARTYS / Tableware / Paper Plates 23cm / Plastic Free Box

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



Product Name  
 Poppins Bold - 16pt  
 Leading - 18pt  
 Kerning - 20  
 UPPERCASE

Number in Pack (Size)  
 Poppins Medium - 12pt  
 Kerning - 20  
 Title Case

# SPARTYS / Tableware / Paper Plates 18cm / Plastic Free Box



**SPARTYS**  
 Costumes & Party Supplies  
**MATTE PAPER PLATES**  
 10 Pack (18cm)

**MADE IN CHINA**  
 For use in accordance with recycling with recycling  
**WARNING**  
 Colours may transfer when wet  
 Suitable for dry foods only.

Made in China  
 Imported by  
**Spotlight Pty Ltd**  
 111 Cecil Street,  
 VIC Australia 3205  
 9 4132453 4763704  
 81234567

Product Name  
 Poppins Bold - 16pt  
 Leading - 18pt  
 Kerning - 20  
 UPPERCASE

Number in Pack (Size)  
 Poppins Medium - 12pt  
 Kerning - 20  
 Title Case

# SPARTYS / Tableware / Paper Tablecloth / **Plastic Free Box**

In Situ



# SPARTYS / Tableware / Paper Tablecloth / Plastic Free Box



rainbow band  
200mm x 15mm  
150mm x 15mm  
150mm x 15mm

rainbow band  
200mm x 15mm  
150mm x 15mm  
150mm x 15mm

# SPARTYS / Lights / String Lights / Printed Box

In Situ





# SPARTYS / Lights / String Lights / Printed Box

Artwork shown at 70%

**Number of Lights**  
Poppins Bold - 50pt  
Kerning - 0

**Product Name**  
Poppins Bold - 16pt  
Kerning - 20  
UPPERCASE

**Power Type**  
Poppins Medium - 16pt  
Kerning - 25  
UPPERCASE

**Icon**  
Poppins Bold - 15pt

**Callout**  
Poppins Medium - 6pt  
Kerning - 25  
UPPERCASE

**Callouts**  
Poppins Medium - 11pt  
Leading - 14pt  
Kerning - 20  
Title Case

**Light Modes**  
Poppins Medium - 6pt

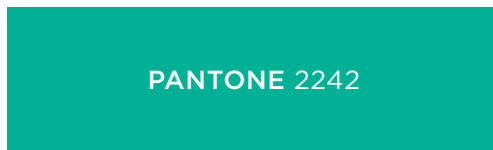
**Dimensions:**  
15mm, 90mm, 150mm, 20mm, 90mm, 100mm, 150mm

**Text on Box:**  
SPARTYS  
Costumes & Party Supplies  
600  
WARM WHITE LED  
STRING LIGHTS  
SOLAR POWERED  
61m CORD LENGTH, 8 FLASH SETTINGS, GREEN CORD, OUTDOOR USE  
8 Flash Settings, 61 Meter Length, Green Cord, Indoor/Outdoor Use  
AU \$9.99, NZ \$10.99, SG \$11.99, MY RM32.99  
WARNING: CHOKING HAZARD  
WARNING: IMPORTANT SAFETY INSTRUCTION  
Barcode  
AUS/NZ SKUP, Imported by Spotlight Pty Ltd, 111 Cecil Street, South Melbourne, VIC Australia 3205, Made in China

**Light Modes:**  
1. Combination 2. In Waves 3. Sequential 4. Slo-Glo 5. Chasing/Flash 6. Slow Fade 7. Twinkles/Flash 8. Steady 9. OFF  
Water and weather resistant. 17,000 hour life. Solar panel swivels 108° to capture sunlight anywhere.  
High efficiency solar panel converts sunlight into energy. Easy to use mounting and stake. No need for wires or outlets.  
Requires 3 x 1.2V AA/500mAh Ni-MH Non-Rechargeable Battery. (NOT INCLUDED).

**Warnings:**  
Please read safety instructions carefully before use to ensure the satisfactory and safe operation of this product. Please retain packaging and instructions for future reference.  
Children under 14 years old as a toy and not intended for household room illumination. This product is intended for use in Christmas decoration only, not to be used by children. Ensure the light are not covered by decorations and have adequate airflow around the bulbs. Avoid damage to the wiring, do not use product with damaged insulation of wire. Keep any part of product away from heat or open flames. The supply remains on not to be short circuited. Do not operate in the packaging. Important - LED lights are not replaceable. Household batteries are not to be removed. WARNING - KEEP AWAY FROM FIRE!

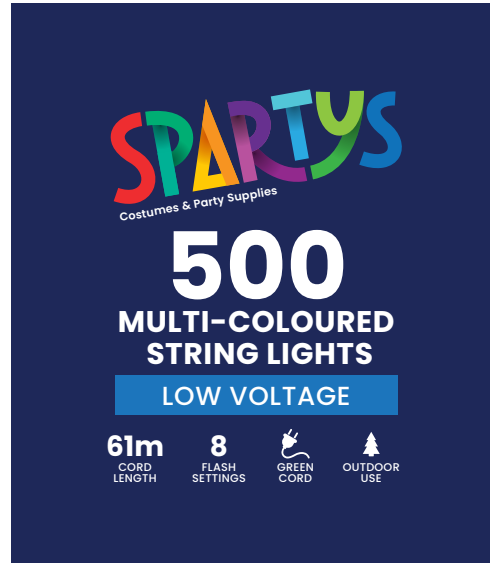
# SPARTYS / Lights / String Lights / Printed Box



PANTONE 2242

CMYK 85 0 55 0

RGB 46 174 150



PANTONE 2144

CMYK 85 50 0 0

RGB 57 116 183



PANTONE 3546

CMYK 0 100 100 0

RGB 218 56 50

# 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

SPARTYS Logo\_Tagline.ai

SPARTYS Logo\_ALT Tagline.ai

SPARTYS Logo\_Small Use.ai

SPARTYS Logo\_MONO\_POS.ai

SPARTYS Logo\_MONO\_NEG.ai

SPARTYS Rainbow.ai

SPARTYS Logo\_Tagline.pdf

SPARTYS Logo\_ALT Tagline.pdf

SPARTYS Logo\_Small Use.pdf

SPARTYS Logo\_MONO\_POS.pdf

SPARTYS Logo\_MONO\_NEG.pdf

SPARTYS Rainbow.pdf

SPARTYS Logo\_Tagline.png

SPARTYS Logo\_ALT Tagline.png

SPARTYS Logo\_Small Use.png

SPARTYS Logo\_MONO\_POS.png

SPARTYS Logo\_MONO\_NEG.png

SPARTYS Rainbow.png

SPARTYS Swatch CMYK.ase

# 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 SPARTYS products.