



Brand Identity Guidelines

Print Specifications

Double sided packaging:

Front: 2 colour Pantone 123 & Black

Reverse: 1 colour BLACK

Print CMYK ONLY when full colour images are being used.

Single sided packaging:

2 colour Pantone 123 & Black

Print CMYK ONLY when full colour images are being used.

IMPORTANT:

The yellow on the pack **MUST** match Pantone 123
no other colour or shade is acceptable. tints.

To produce even halftone on tinted areas Print
minimum of 100dpi

PACKAGING TYPE	SUBSTRATE
Skin pack	Board 800 microns thick (580gms/m ²) Surlyn film 175gms/m ²
Pre Pack	Fresh Polythene minimum 50 micron
Clam Pack - header card	Semi gloss finish
Small Blister Pack - card insert	Semi gloss finish
Double blister pack	Paperboard 800 microns thick with semi gloss finish Welded around perimeter
Self adhesive product labels	Semi gloss finish 2 Labels per product Both labels must be the same size. The size of label is dependent upon the area available on the product where the label is to be located. It is important that all text can be read easily and that bar codes can be scanned. If this is not possible then a swing ticket is to be used instead of a label. If a swing ticket is inappropriate then another form of primary packaging is to be considered.
Swing tickets	Board – 320gms/m ² , Semi gloss finish Swing tickets are used on products, usually hand tools, where there is insufficient space to attach a self adhesive label.

PLEASE ONLY USE AS A GUIDE





These guidelines contain all the tools and resources you will need to use the Specialist Group brand identity correctly. Precise information and practical examples are contained in the following pages. High resolution artworks are available from the Purchasing Office on request.

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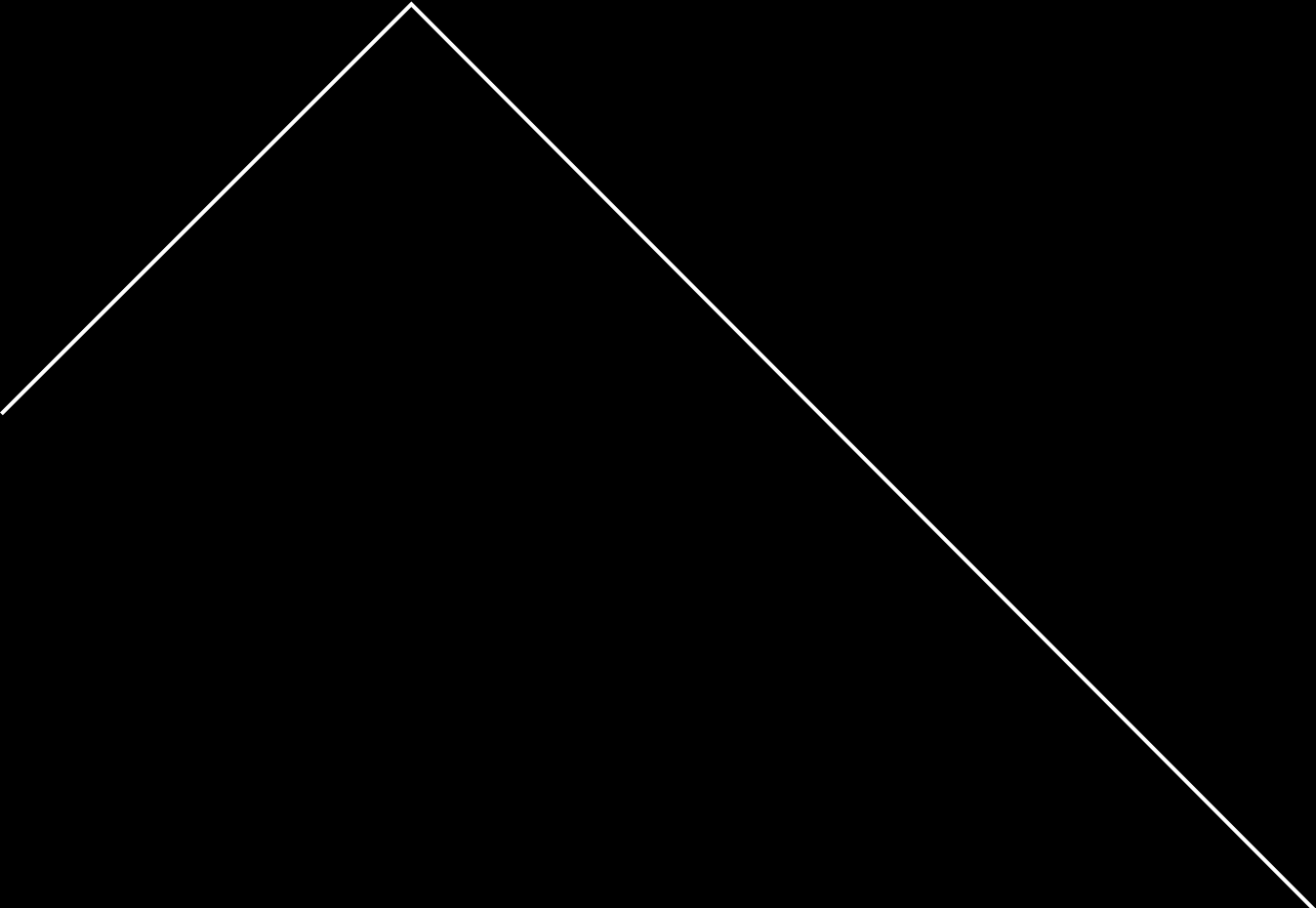
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Introduction

Specialist products are sourced from many different suppliers; each with different packaging capabilities and methods.

The purpose of this document is to provide guidance and instruction for the packaging of **Specialist** products with a view to standardising the format of packaging across the whole product range.

Basic Elements



Basic Elements

Our logotype and brand colours are vital basic elements of **Specialist Groups** visual identity. Your commitment to ensuring they always appear as we've shown them here will protect the integrity of the **Specialist Brand** and create consistent results.



The Logotype

The logotype has been developed to represent different aspects of the Specialist Group. Attention should be paid to the use of the correct logo.

The logotype should NEVER be redrawn - an approved digital copy may be obtained from www.specialistgr.com



The Group Logo - Corporate use ONLY

Use for Marketing/Stationery



The Brand Logo - Product biased use ONLY

Use for Advertising & Promotion



The Product Logo - Product ONLY

Use for Packaging & Advertising

The Logotype

The logotype is our hero and always occupies its own space. It is an important visual element that needs room to breathe. Maximise visibility and impact by creating and protecting this invisible clear zone around it.

An invisible clear zone protects the logotype. The size of the zone is determined by the width of the 'l' in Specialist (X).

The logotype should NEVER be redrawn - an approved digital copy may be obtained from www.specialistgr.com



Correct Usage

The logotype should be never be printed less than 25mm in width.

High resolution artworks are available from the Specialist Group Ltd., Purchasing Office on request +44 (0) 161 872 0626.

The logotype should NEVER be redrawn - an approved digital copy may be obtained from www.specialistgr.com

Negative



full or 2 colour



single colour

Positive



full or 2 colour



single colour

Incorrect Use

The logotype should never be printed less than 25mm in width.

The logotype should NEVER be redrawn, distorted, used with any other slogans or fonts other than the logotype itself. It should NEVER be placed at an angle, placed vertically or distorted in anyway.

An approved digital copy may be obtained from www.specialistgr.com



Brand Colours

The branding for the **Specialist Group** has been designed to use a limited colour palette for design impact and for print economy.

No other solid colours should be used.



100% Black

80% Black

40% Black

Pantone 368
CMYK: 57C, 0M, 100Y, 0K

Brick Pattern

The lower Pantone 368 green panel must always be used in conjunction with the brick pattern.

The pattern is always produced at an angle of 30°.

The pattern should always be made up of as few pattern elements as possible. It should never appear overly busy and to this effect can be scaled up, or down, in size to best suit the packaging being produced.

Brick Pattern



- 100% Pantone 368
- 70% Pantone 368
- 40% Pantone 368

Typography

Typefaces/Fonts

The typeface used throughout the **Specialist Brand** packaging is **Compacta Bold** - for all product names, descriptions, bullets and measurements and anywhere where emphasis is required.

Otherwise use **News Gothic Condensed** for any other copy and for larger bodies of text.

Compacta Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

News Gothic Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Packaging

Packaging

The main elements of **Specialist Brand** products and most important identifier of the brand is the inclusion of these elements:-

- Strong Black panel
(placed in the top half of all packaging)
- Green panel (placed beneath the Black panel)
- The Specialist brick pattern
- The product name
- Product dimensions
- If space allows - product feature icons

Artwork is supplied by the Purchase Department as print ready PDFs with text outlined. They should NOT be distorted or adjusted, and should NEVER be redrawn. DO NOT USE COREL DRAW TO PROCESS THIS ARTWORK.

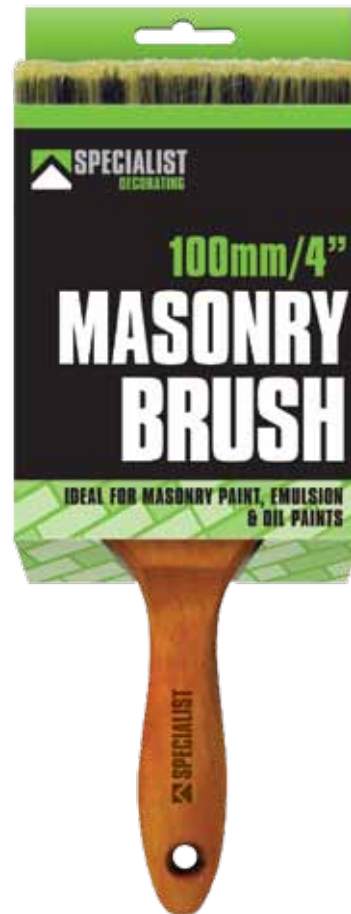
Artwork is produced to cutting formes supplied - if for whatever reason these have changed please re-supply cutting formes for artwork adjustment.

IMPORTANT:

The green on the pack MUST match Pantone 368 no other colour or shade is acceptable.



Examples of Packaging



Quality Control

BEFORE SHIPMENT OF ANY ORDER:

To ensure consistent product and packing quality we require suppliers to send images of each product you manufacture for us for approval before you ship.

The images required must show :-

1. Front of pack
2. Rear of pack
3. Inner label stuck on to the box
4. Outer label stuck on to the box
5. Photographs of the shipment before it leaves you, to show it is in good order.

These images can either be emailed to **twalden@specialistgr.com** or if too large for email, a dropbox link is available on request where larger images can be uploaded.

NO SHIPMENT IS TO LEAVE UNTIL WE SEE THESE IMAGES AS THIS MAY RESULT IN A FINE OF UP TO 10% OF THE VALUE OF TOTAL USD VALUE OF THE ORDER.

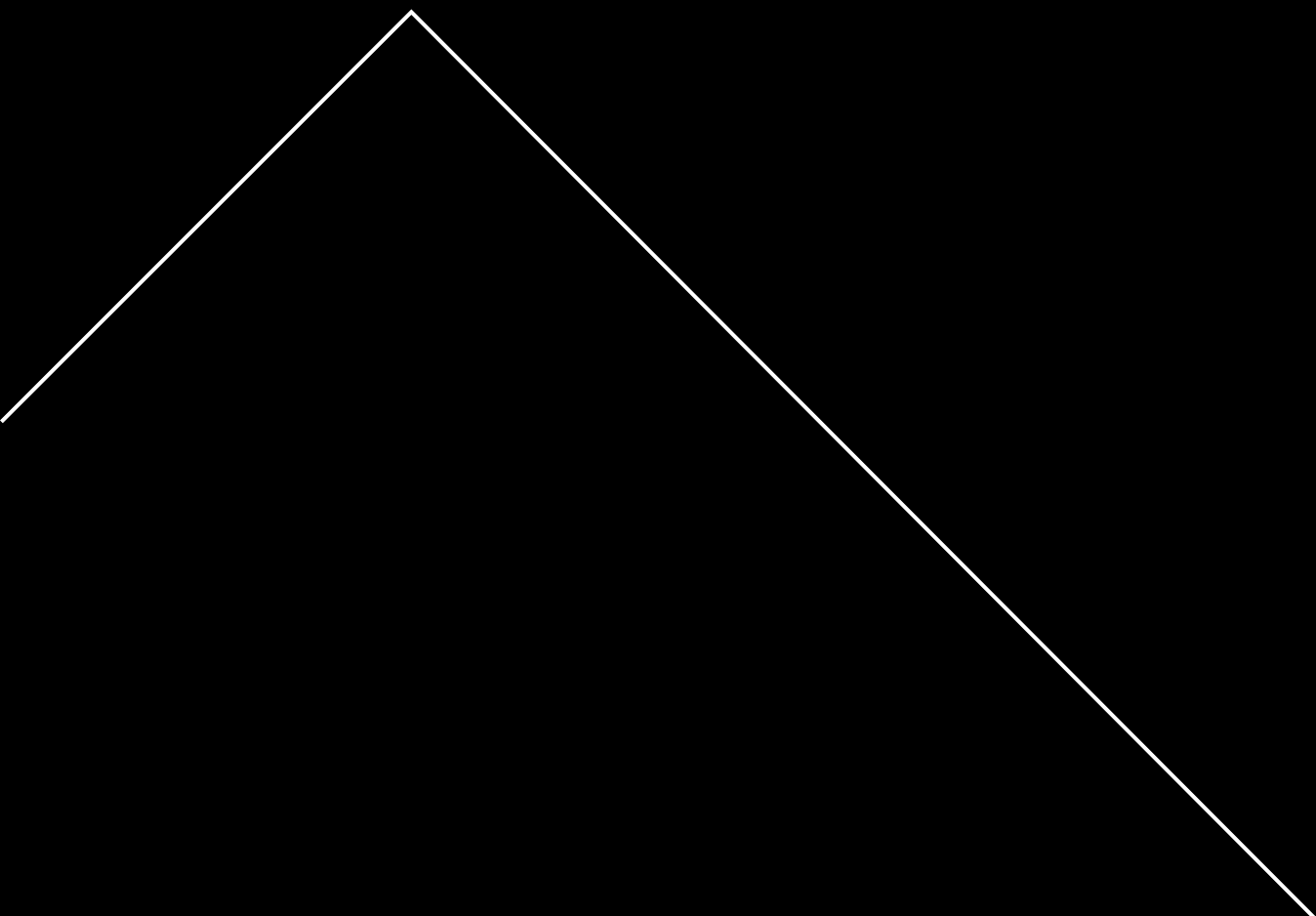
In addition we will also carry out random QC checks of our products after production and before shipping.

This is to ensure we are getting the correct products delivered, and to avoid any problems once they arrive in the UK.

If there is anything here you do not understand, do not hesitate to contact the purchasing office with any questions.



Print

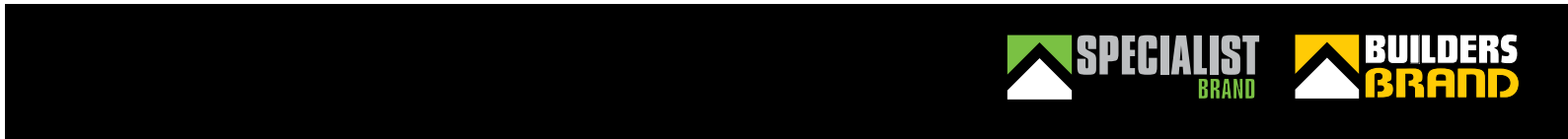


SPECIALIST GROUP Ltd.
Guinness Circle, Newbridge, Trafford Park,
Manchester, M17 1EB, UK.
+44 (0) 161 872 0626

Advertising

When used in conjunction with Builder Brand product advertising.

Artwork is supplied by the Purchase Department as print ready PDFs with text outlined. They should NOT be distorted or adjusted, and should NEVER be redrawn.



Generic Group Logo = Brands for Advertising, Marketing - NON PRODUCT

Exhibiting
Together at
Cologne
9-12 March



Come and visit us
in Hall: 10.2,
Aisle: C, No: 040

SPECIALIST



0161 872 0626
www.specialistgr.com

Save **5%** on
SPECIALIST
Brands

On all orders placed at the show find us at Stand 278

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SHOW DEALS**



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www.specialistgr.com



SPECIALIST GROUP LTD.

Guinness Circle, Newbridge, Trafford Park, Manchester M17 1EB
t: 0161 872 0626 f: 0161 873 7778

*5% Offer excludes all ladders and hog-ups. Promotional pricing good only on orders placed at show - excludes already discounted products. Discount applies to Specialist brands only (Specialist, Builders Brand, Builders Basics and INLEC). Minimum carriage-paid order is £125. Any orders below this amount will be subject to a minimum carriage charge of £7.50. This applies to mainland Britain only. For deliveries to Ireland, the Scottish Isles, the Isle of Man, etc., please contact our sales department.

CEF EXCLUSIVE OFFERS



PURCHASE PRICE
£9.95

**buy one
get one
FREE**

get a Pro-Ex 5m Tape
free with every Pro-Ex
600mm Spirit level
purchased*



PURCHASE PRICE
£45.00

CEF
APPROVED SUPPLIERS
START TRADING WITH US RIGHT AWAY
MIN. CARRIAGE PAID ONLY £100

FOR FULL RANGE & MARGIN OPPORTUNITIES OR TO ORDER, CONTACT OUR SALES TEAM OR REPLY TO THIS EMAIL

0161 872 0626



FIXINGS POUCHES
Intro Offer

£499

THE STAND IS FREE!!
Normal discount 50%

Includes FOC Specialist display stand,
2 shelves & 40 hooks

0161 872 0626

FOR FULL DETAILS OR TO ORDER, CONTACT OUR SALES TEAM OR REPLY TO THIS EMAIL

facebook.com/specialistg
facebook.com/buildersbrand
twitter.com/specialistg
twitter.com/buildersbrand

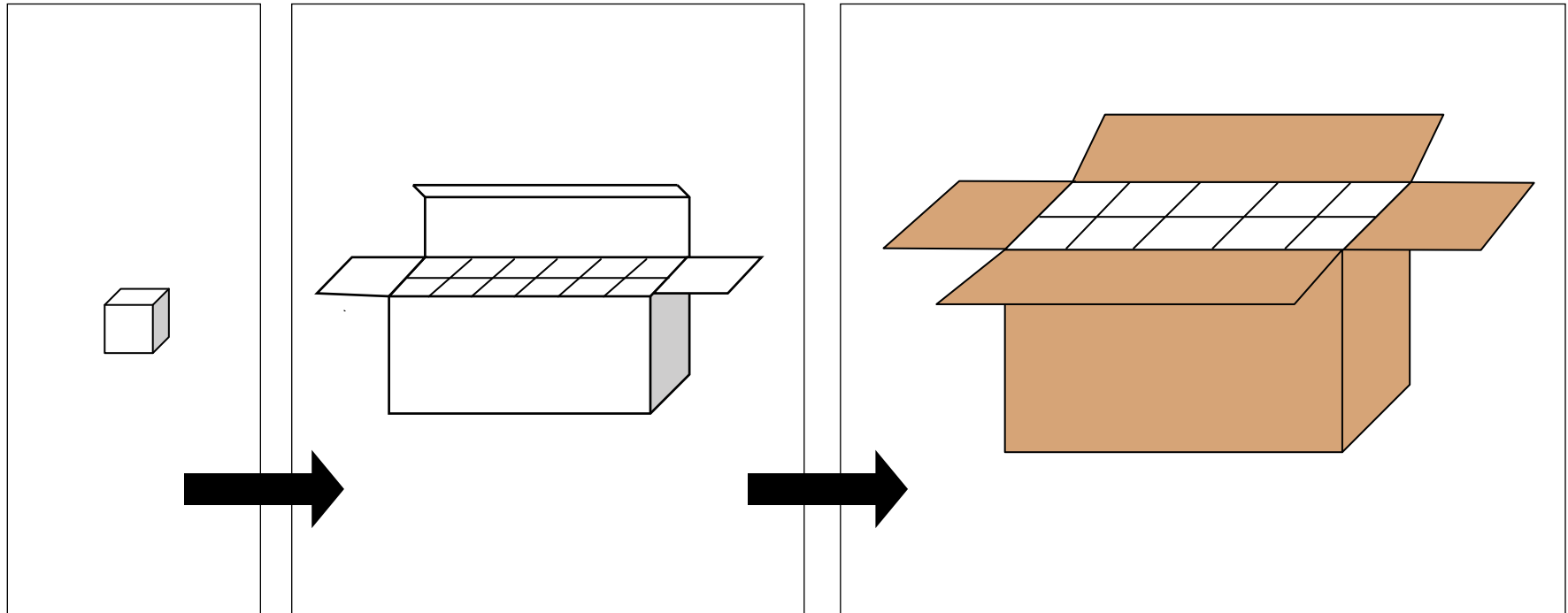


- 1mtr wide pegboard display stand
- Concise ranges - no shelf sitters
 - Quality products
 - Competitive prices
 - Good initial stock deals
 - Other ranges available



Shipping

Storage & Transit Packaging



**PRODUCT PACKAGING
(PRIMARY)**

is the packaging around
the individual selling unit.

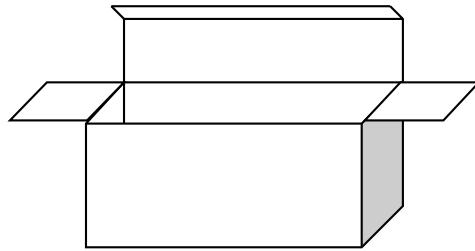
THE INNER BOX (SECONDARY)

is the packaging that contains a
number of selling units.

THE TRANSIT CARTON (TERTIARY)

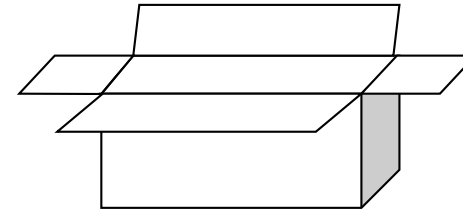
is the packaging that contains
a number of inner boxes.

Inner Boxes



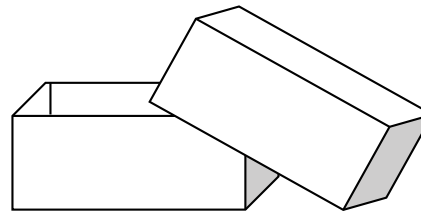
TYPE 'A'

Die cut box with hinged lid. Hinged or lock in base.



TYPE 'B'

Regular slotted box



TYPE 'C'

Box and lid

Inner Box Materials

Material	Weight per m ²	Thickness mm	Flute type	Number of flutes per metre
Paperboard	320	0.35	N/A	N/A
Fibreboard	640	0.85	N/A	N/A
Single wall corrugated (E)	680	2.25	E Flute	295
Single wall corrugated (C)	600	3.25	C Flute	130
Single wall corrugated (B)	460	2.5	B Flute	160

NB: All above materials MUST be white faced on one side

Inner Box

Print:

Specialist Brand logo placed in top left corner

STOCK No.

DESCRIPTION

CARTON QTY

P.O. No.

CARTON No.

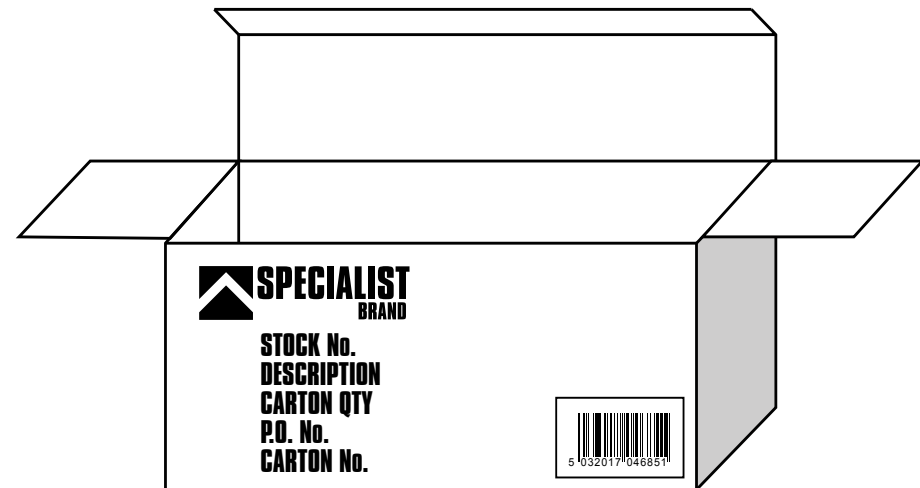
All text **Compacta Bold**

NOTE:

Print on front; and on side of the inner box



logo placed in top left corner



Inner Box

Labelling:

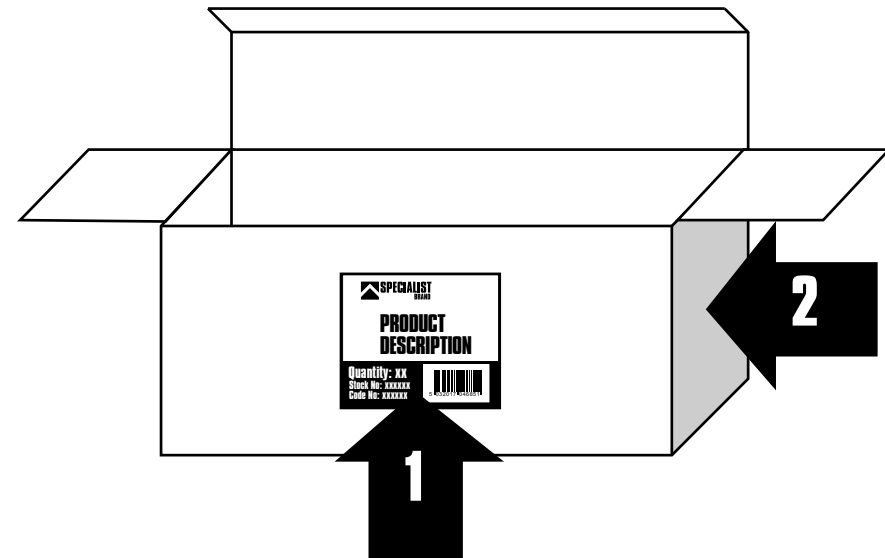
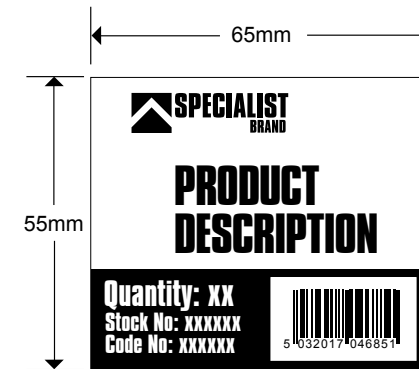
SELF ADHESIVE INNER BOX LABEL - SEMI GLOSS FINISH

Size: 65mm x 55mm.

Each inner box must have 2 inner box labels; one on front; one on side of the inner box.

For small boxes one label on the top of the box.

Use artwork supplied to you for the inner box labels.



Transit Carton

Print:

Specialist Brand logo placed in top left corner

STOCK No.

DESCRIPTION

CARTON QTY

P.O. No.

CARTON No.

All text **Compacta Bold**

Bar code size = 75mm x 50mm

NOTE:

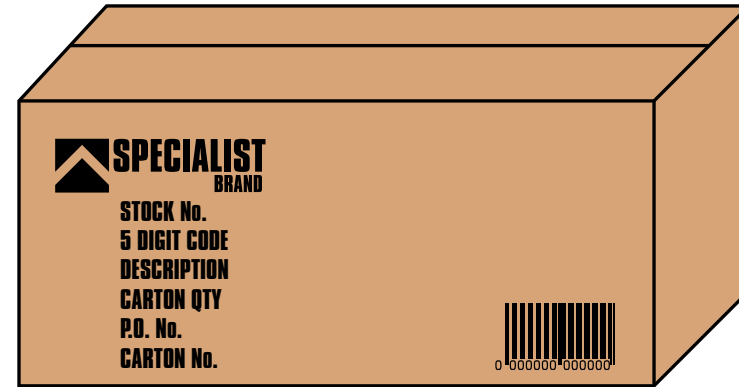
Print on front; and on side of the carton box

NOTE:

There must be **NO REFERENCE** to the manufacturer or the supplier on the transit carton



logo placed in top left corner



SIDE VIEW



END VIEW

Transit Carton

Labelling:

SELF ADHESIVE CARTON LABEL - SEMI GLOSS FINISH

Size: 100mm x 80mm.

Each inner box must have 2 carton labels; one on front; one on side of the box positioned centrally.

For small boxes one label on the top of the box.

Use artwork supplied to you for the carton box labels.

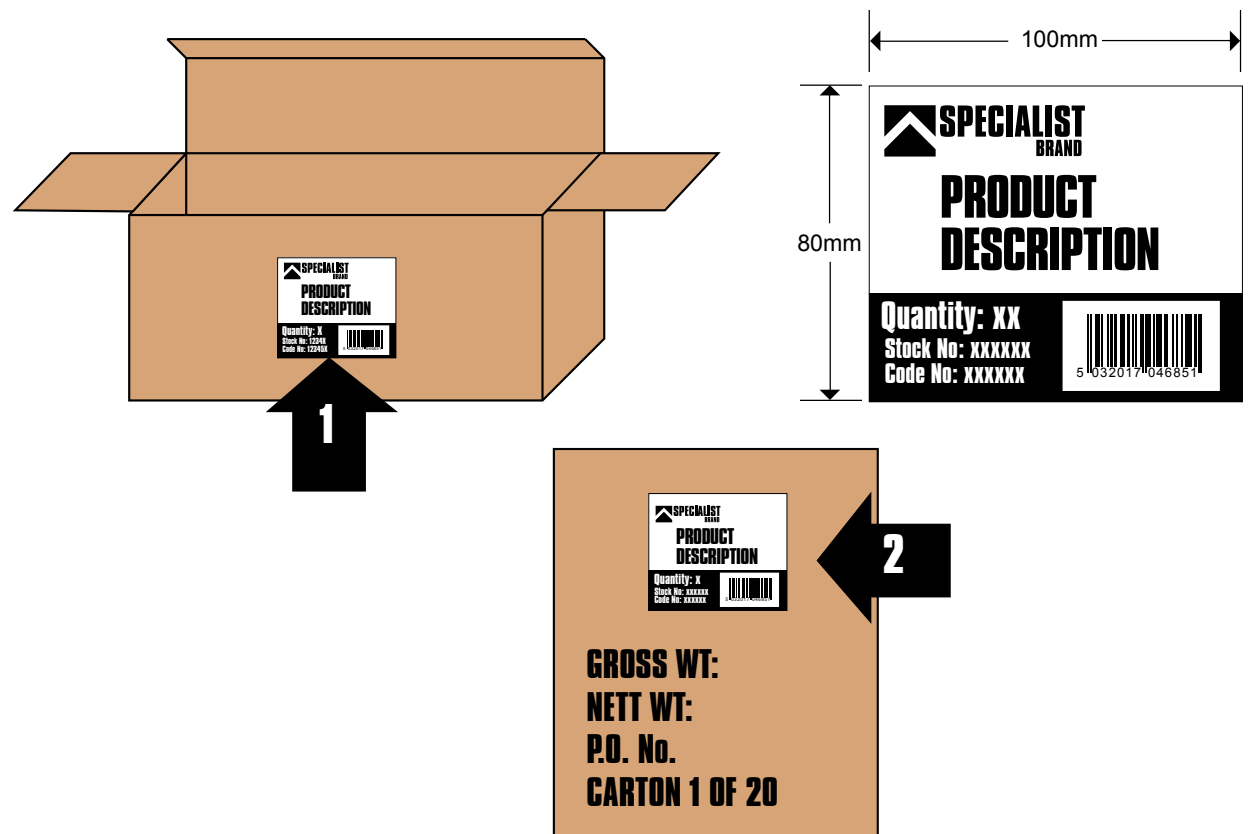
End of box:

In addition to the label shipping information must be printed - **as shown**.

All text **Compacta Bold**

NOTE:

There must be **NO REFERENCE** to the manufacturer or the supplier on the transit carton



Transit Carton

Security:

Transit carton

Double wall, corrugated cardboard.

Inner wall = 'C' flute. Outer wall = 'B' flute

Joint to be glued or stapled.

Strapping

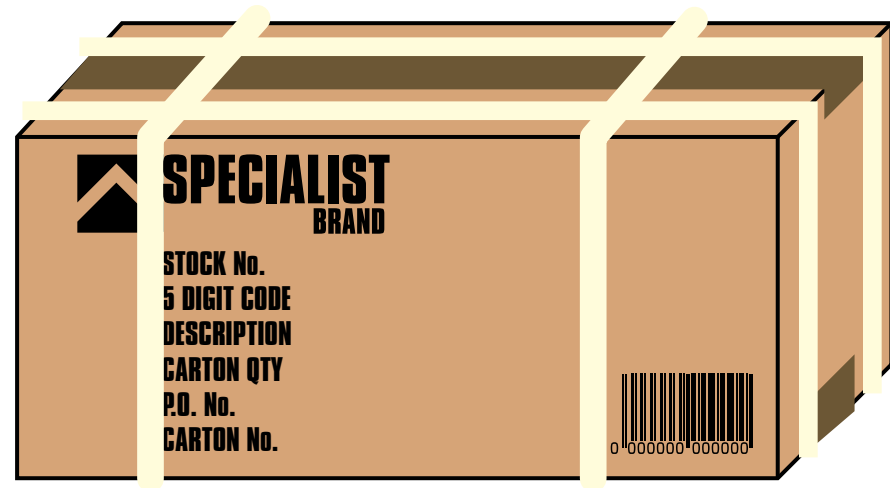
12mm polypropylene strapping. Heat sealed.

Plain – **NOT printed**

4 straps per carton

Carton tape

50mm wide brown polypropylene carton tape positioned over the top and bottom openings.



NOTE: MAXIMUM TRANSIT CARTON WEIGHT = 25KGS

A large, white, stylized mountain peak graphic that spans the lower half of the page, starting from the left edge and extending towards the right.

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