

# REX : THE CONCEPT STORE

STORE IDENTITY

STYLE GUIDE



## 1 REX IDENTITY STYLE GUIDE

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## 1 REX IDENTITY STYLE GUIDELINES

THE FIRST SECTION OF THE GUIDELINES DESCRIBES THE BROAD PRINCIPLES OF THE REX IDENTITY.

THE SUBSEQUENT SECTIONS DESCRIBE IN MORE DETAIL HOW THE BRAND IS IMPLEMENTED IN DIFFERENT AREAS.

## 1.1.1 THE LOGO

WHERE POSSIBLE THE REX LOGO SHOULD ALWAYS APPEAR IN **GREEN** AND **WHITE** BUT IN SITUATIONS WHERE COLOUR CANNOT BE USED IT CAN APPEAR AS A MONO IN **BLACK**.

THE 'CONCEPT STORE KEYLINE' AND 'REX' OF THE LOGO SHOULD ALWAYS BE WHITE AND CAN NEVER BE TRANSPARENT.

AT NO TIME SHOULD THE LOGO APPEAR IN GREY OR A SHADE OF THE GREEN.

### LOGO SIZE

THE FULL REX LOGO (INCLUDING ALL TEXT) HAS BEEN DESIGNED TO REPRODUCE AT A MINIMUM HEIGHT OF 50MM.

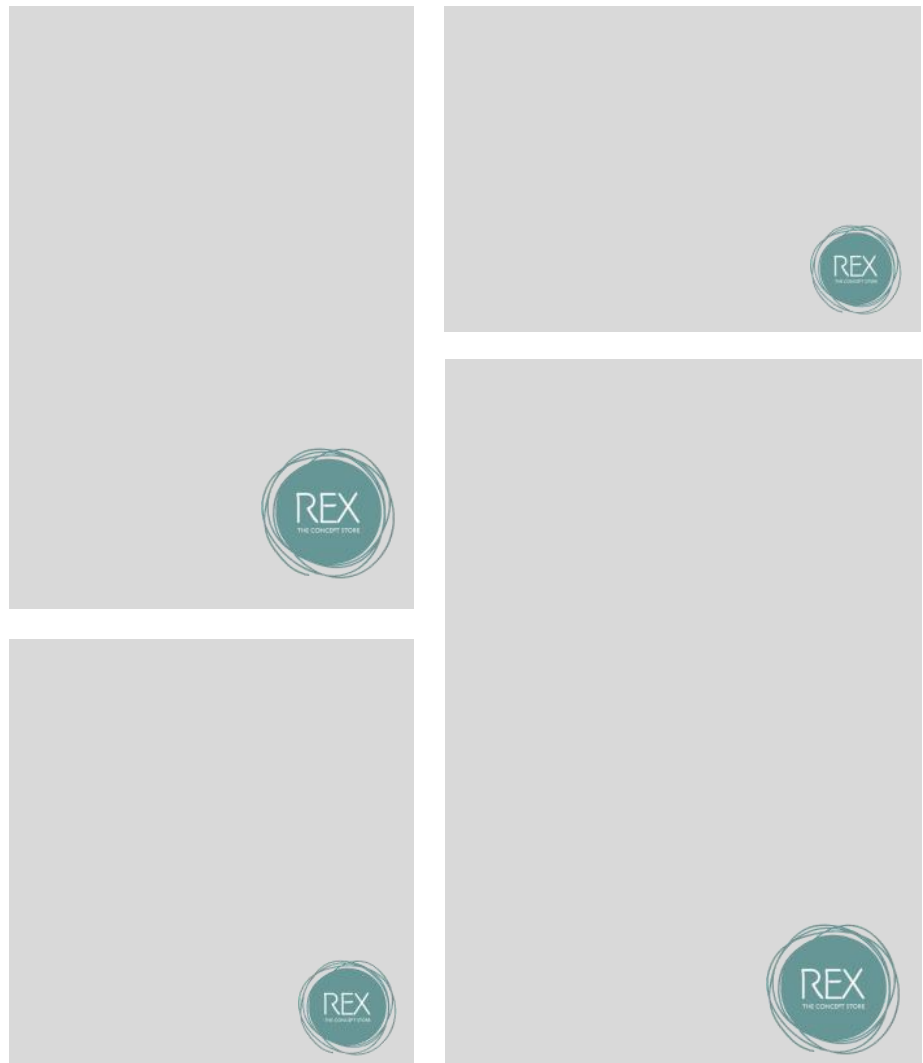
IF THE TEXT 'CONCEPT STORE' IS REMOVED THIS MAY REDUCE DOWN TO 20MM.

THERE IS NO MAXIMUM REPRODUCTION SIZE.



## 1.1.2 THE LOGO POSITION

WHERE POSSIBLE IN PRINT, THE REX LOGO SHOULD ALWAYS APPEAR IN THE BOTTOM RIGHT-HAND POSITION OF THE PAGE. IT SHOULD BE PLACED NO CLOSER THAN 10MM FROM THE TRIMMED EDGE.



### 1.1.3 THE LOGO ISOLATION AREA

THE REX LOGO SHOULD ALWAYS BE SURROUNDED BY A MINIMUM 10MM AREA OF SPACE.

THIS AREA IS A MINIMUM AND SHOULD BE INCREASED WHEREVER POSSIBLE.

THE AREA OF ISOLATION ENSURES THAT TEXT OR OTHER VISUAL ELEMENTS DO NOT ENCROACH ON THE LOGO.



## 1.1.4 COLOUR

REX USES PANTONE 8281 C AS ITS CORE COLOUR AND BLACK IF THE LOGO MUST APPEAR AS MONO.

OTHER SIGNATURE COLOURS FOR REX BRANDING MATERIAL ARE SHOWN BELOW.

NO OTHER VARIANTS OF COLOURS OTHER THAN THOSE BELOW CAN BE USED FOR THE LOGO.

PANTONE 5205 C  
C48 M65 Y41 K14  
R133 G96 B113

PANTONE 577 C  
C35 M6 Y49 K0  
R175 G208 B155

PANTONE 8281 C  
C64 M30 Y40 K3  
R102 G150 B150

PANTONE 467 C  
C22 M23 Y39 K0  
R202 G188 B159

PANTONE 430 C  
C49 M40 Y32 K2  
R139 G142 B153

PANTONE BLACK 6  
C98 M40 Y0 K100  
R0 G0 B0



## 1.1.5 RETAILER INFORMATION BOARDS

INDIVIDUAL RETAILERS MAY BE SUPPLIED WITH A BLACKBOARD SURFACE WHICH CAN BE USED TO PROVIDE CUSTOMERS WITH INFORMATION ABOUT THE DESIGNER AND / OR PRODUCTS ON SALE.

IN ORDER TO PROVIDE A CONSISTENT APPROACH ACROSS REX—ALL SELLERS SHOULD FOLLOW THE BLACKBOARD FORMAT SHOWN BELOW WHICH MIRRORS THE REX LOGO FORMAT

### TITLE

A TITLE MUST ALWAYS BE PROVIDED AND SHOULD BE IN LARGE BOLD CAPITAL TEXT. TITLE CAN BE

- THE DESIGNERS NAME AND/OR
- PRODUCT NAME

### PRODUCT INFORMATION

THIS SHOULD BE IN CAPITAL TEXT AND APPROX. HALF THE FONT SIZE OF THE MAIN 'TITLE'

IT CAN BE ANY INFORMATION THE RETAILER FEELS IS RELEVANT TO THE ITEMS ON SALE. SUCH AS

- MATERIALS USED
- DESIGNERS BACKGROUND
- MANUFACTURING TECHNIQUE



ALL TEXT TO BE BLOCK CAPITALS IN FONT ARIAL USING WHITE CHALK ONLY - NO SCRIPT / HAND-WRITING. NO IMAGES / DRAWINGS PERMITTED ON BLACKBOARDS



## 1.1.5 RETAILER INFORMATION BOARDS - WORKED EXAMPLE

ENSURE A SUITABLE BORDER IS LEFT AROUND THE BOARD AND THAT ALL TEXT IS CLEAR AND READABLE. IT IS RECOMMENDED THAT TEXT IS KEPT SHORT AND CONCISE RATHER THAN A LENGTHY ESSAY!

BORDER

# TOM'S CARDS

ALL MY CARDS ARE MADE IN  
LIVERPOOL BY HAND USING RECYCLED  
PAPER AND SAMPLES OF VINTAGE  
WALLPAPER / FABRICS.

IF YOU HAVE ANY SPECIAL REQUESTS  
OR WOULD LIKE TO DISCUSS WEDDING  
STATIONARY, PLEASE SEND ME AN  
EMAIL VIA MY WEBSITE

[WWW.TOMSCARDS.COM](http://WWW.TOMSCARDS.COM)

BORDER

## 1.1.6 RETAILER INFORMATION LABELS

INDIVIDUAL RETAILERS MAY BE SUPPLIED WITH LUGGAGE TAGS WHICH CAN BE USED TO PROVIDE CUSTOMERS WITH INFORMATION ABOUT THE DESIGNER AND / OR PRODUCTS ON SALE.

IN ORDER TO PROVIDE A CONSISTENT APPROACH ACROSS REX—ALL SELLERS SHOULD FOLLOW THE LABEL FORMAT SHOWN BELOW WHICH MIRRORS THE REX LOGO FORMAT

### TITLE

A TITLE MUST ALWAYS BE PROVIDED AND SHOULD BE IN LARGE BOLD CAPITAL TEXT. TITLE CAN BE

- THE DESIGNERS NAME AND/OR
- PRODUCT NAME

### PRODUCT INFORMATION

THIS SHOULD BE IN CAPITAL TEXT AND APPROX. HALF THE FONT SIZE OF THE MAIN 'TITLE'

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- MATERIALS USED
- DESIGNERS BACKGROUND
- MANUFACTURING TECHNIQUE



ALL TEXT TO BE BLOCK CAPITALS IN FONT ARIAL USING BLACK MARKER PENS ONLY - NO SCRIPT / HANDWRITING. NO IMAGES / DRAWINGS PERMITTED ON LABELS