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# **BRAND** GUIDELINES

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These guidelines outline a framework for creating communications for Lucy Locket.

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# Introduction

# Introduction

## Our brand

Lucy Locket, encompasses the essence of our company, customers and core values. It is our personality, what we stand for and a visual representation of who we are.

It is everything we say and do from the second someone comes into contact with us to last time they say goodbye.

This guide provides more information about who Lucy Locket is and how we should be presented.

Through our brand we provide our customers with a special promise...

**To fire the imaginations of children and parents and provide a magical environment to learn and play.**

We couple this with our company mission statement

**To make it easy and fun for grownups to choose imaginative inspiring gifts for discerning girls and boys.**

Simply we design inspiring and unique gifts and toys for children and provide an easy and enjoyable buying process for grownups - providing quality and value throughout.

# Introduction

## Our appearance

Lucy Locket is breathtaking! A beautiful and fun brand that inspires imaginations young and old. It is a magical world so fresh and innocent that it draws in both children and parents.

On the surface it is about all things magical; fairies, princesses and glitter and sparkle. Beneath the surface it is a happy and safe place that provides enjoyment, play and learning.

## Who we are

Lucy Locket is all about the innocent fun of childhood.

Lucy Locket has amazing attention to detail but is also very busy. There are lots of magical things happening all the time and every aspect of our brand is carefully thought through to make it as wonderful as possible.

It is a brand that will always be full of new exciting ideas that are a wonderful step away from reality.

# Introduction

## Our culture and values

Our brand is a reflection of the people who work in our company and we encompass the values into everything we do. Our working environment is warm and friendly but also fast moving and very dynamic. We are a family company where everyone is respected and plays an important role in our successes.

We immerse ourselves in a creative and exciting world. We respect our customers' needs and seek always to improve the customer experience providing quality in every aspect of our operations.

Mostly we are an English company who embraces being a part of the international community with a brand that engages with people from all over the globe.

## Who are our customers

Our customers tend to be family orientated. They are focused on providing a caring, inspirational and supportive environment for children to play, learn and grow into rounded, respectful and contented adults.

The grownups responsible for buying our items are immersed in the importance of providing children with a childhood packed with happy memories - perhaps with a little nostalgia from their **own childhood**.

Quality is important to our customers. They like to see quality in every aspect of their engagement with us; from the information available, to the ease of purchase, through to the play value when their toys arrive. Our customers expect to receive exceptional service and quality products.

## A final word

Lucy Locket is a fun and unique world that is inclusive for everyone who wants to be a part of it.

Children, parents, grandparents' and anyone who plays a role in the lives of children can seek to enjoy being part of our magic world.

# Tone of Voice

## Principals

We aim to build an interactive relationship so we are friendly in our tone and always polite. We are not formal because we aim to help people to relax and open their imaginations.

**Our tone is friendly and also polite.**

We are deeply passionate about our brand and committed to offering the best products and service. Our excitement and belief in our brand comes through in our tone of voice. However we don't use adjectives for the sake of it and always make sure our purpose is immediately communicated. No waffling!

**Our tone is passionate but never pushy.**

We talk with people; we strive to initiate a response, and to engage. We listen when people talk and respond in a considered way.

**Our tone is engaging and caring.**

Our choice of words may differ depending on our audience. Sometimes we communicate with grownups and sometimes with children. We must always remember that the opinions and thoughts of children deserve the same respect and care in response as those of adults.

**Our choice of words and our tone is varied to suit the age of the audience.**

# Identity Elements

# Our Logo

## Logotype

Our logo is fun, pretty and appeals to both parents and children. It is a promise of the quality of service, product and experience that people can expect.

The Lucy Locket logo is a key part of our visual identity. To ensure that it maintains its appeal it must never be manipulated and this section should be carefully read.



# Our Logo



## Primary

Whenever possible always use the principle version shown above of the Lucy Locket logotype.

Use the primary logotype CMYK version for print only and RGB version for the web.



## Grayscale

For print applications where using colour isn't possible, it's acceptable to use the grayscale version shown above.



## Secondary

Illustrated above are mono colour versions of our logotype, this is the only way in which you may use this version of our logotype, only our primary brand colours permitted to be used (please see 'Our Colours' page).

(Note: These colour rules apply to all versions of the logotype in mono colour).

## Variations

The Lucy Locket logotype is the most important element of our visual identity. It is the visual embodiment of the brand that people will instantly come to recognise and associate with the Lucy Locket.

The following page outlines the variations of our logotype.

Please take your time to understand how it is applied so that it will always appear in a clear and consistent way.

# Our Logo



## Usage

When using the Lucy Locket logotype, there are two simple rules that apply.

This has done to protect the integrity of the logotype, when using it across marketing and packaging collateral.



## Exclusion zone

We've defined an exclusion zone that stops other graphic elements interfering with the Lucy Locket logotype. Which has a exclusion ratio of 5 to 1.

## Minimum size

The logotype should never be too small to read and identify. We've have set a minimum size of 18mm.

# Our Logo



## Logotype don'ts

As with any creative identity guidelines there will be elements that are open to interpretation. The Lucy Locket logotype operates around rules of common sense.

If you feel what you have done doesn't make sense, or looks strange then it is probably wrong. To help we have highlighted some things that should never be done to our logotype. We know you wouldn't do anything like this anyway but here they are just in case!

## Don't change colours

Do not alter or modify any of the colours on the primary or secondary logotype.



## Don't stretch or rotated

Do not stretch, skew, distort or rotate the logotype for any reason.



## Don't use the wrong colour

The mono logotype should not be faded into the background, only use brand colours for the background.



## Don't put graphic elements in the exclusion zone

There should be no images or graphic elements in the exclusion zone that will clash with the logotype.



## Don't obscure or conceal

Do not obscure or conceal the logotype in with the background image, use the correct variant of the logotype to complement the background.



## Don't change the opacity

The logotype should never have any transparency, it should stay 100% flat in full colour.

# Typography

## Primary brand font

### Museo Sans

Museo Sans is our brand font. It is a clear and attractive font that is enjoyable to read and is great for denoting a children's brand.

It is the main brand font used on all our communications (i.e. designed collateral, corporate stationary, presentation documents, adverts, brochures and the website).

Elegant/*classic*

1234567890!.,£+-\$""%:;&{}—

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Museo Sans 100*

*Museo Sans 300*

**Museo Sans 500**

**Museo Sans 700**

**Museo Sans 900**

**Abc123**

# Typography

*fun/IMPACTFUL*

## Title/Packaging font

### FF Cocon

FF Cocon is a title font to be used sparingly for maximum impact. It will be used on all new Lucy Locket and sub brand packaging, brochures and adverts. This font will be the new face of Lucy Locket as it is a stylish and contemporary font, which has strong characteristic that will make Lucy Locket stand out.

This font is modern; it has a fun and edgily look to it, that will work well into the future of the Lucy Locket Brand.

This Font will be used in conjunction with Museo Sans to compliment each other, making for a striking and legible combination.

1234567890!.,£+-\$“”%:;&{}—

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

FF Cocon *Light*

**FF Cocon Regular**

**FF Cocon Bold**

**Abc123**

# Typography

## Secondary/System font

### Myriad Pro/Myriad

Myriad Pro should only be used as the default font when Museo Sans is not available for all content (i.e. body text, web font, Microsoft office documents) This font can be used on the website if the above two cannot be embedded into the website.

# Accessible/*friendly*

1234567890!.,£+-\$.'"%:;&{}—

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Myriad Pro *Regular*

Myriad Pro *Semibold*

**Myriad Pro bold**

Myriad Pro *Condensed*

**Myriad Pro Bold Condensed**

# Abc123

# Our Colours

## Colour palette

Our palette has been carefully put together to reflect Lucy Locket. Each colour is pretty, fresh and delicate.

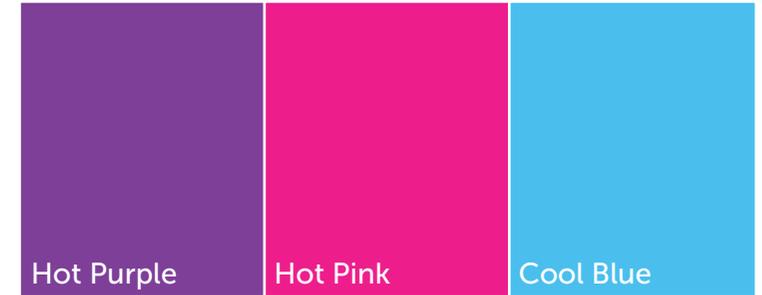
Using the colours correctly plays a big role in developing successful products that trigger the best emotional responses to Lucy Locket.

Other than **black/gray**, non brand colours should NOT be introduced into the system, this dilutes the impact of our colour palette.

## Primary Palette

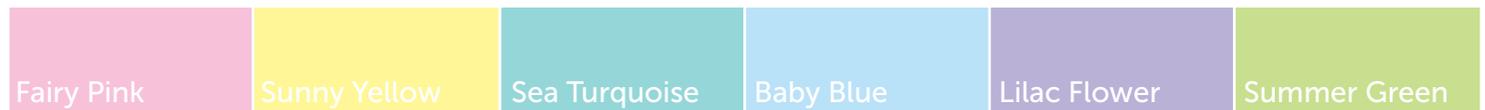


|                 |                 |
|-----------------|-----------------|
| Lucy Purple     | Lucy Pink       |
| CMYK 78/100/0/0 | CMYK 16/73/11/0 |
| RGB 96/45/145   | RGB 208/103/153 |
| # 612D8E        | # D06799        |
| PANTONE         | PANTONE         |



|                |                |                |
|----------------|----------------|----------------|
| Hot Purple     | Hot Pink       | Cool Blue      |
| CMYK 60/90/0/0 | CMYK 0/95/5/0  | CMYK 60/5/0/0  |
| RGB 127/63/152 | RGB 237/40/138 | RGB 77/190/238 |
| # 7F3F98       | # ED288A       | # 4DBEEE       |
| PANTONE 2593 C | PANTONE 226 C  | PANTONE        |

## Secondary Palette



|                 |                 |                 |                 |                 |                 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Fairy Pink      | Sunny Yellow    | Sea Turquoise   | Baby Blue       | Lilac Flower    | Summer Green    |
| CMYK 0/32/0/0   | CMYK 0/0/51/0   | CMYK 39/0/16/0  | CMYK 25/2/0/0   | CMYK 26/28/0/0  | CMYK 24/0/57/0  |
| RGB 248/189/215 | RGB 255/247/151 | RGB 150/214/217 | RGB 185/224/247 | RGB 185/178/216 | RGB 200/223/142 |
| # F8BDD7        | # FFF797        | # 96D6D9        | # B9E0F7        | # B9B2D8        | # C8DF8E        |
| PANTONE 203 C   | PANTONE 100 C   | PANTONE 318 C   | PANTONE 290 C   | PANTONE 264 C   | PANTONE 374 C   |

# Our Colours

## Using colours

The colours listed in the primary palette can be used in different tints and the secondary palette to be used as complementary colours.

We have CMYK (Print) and RGB (Digital) mixes for our colour palette, however if you are printing our colours in any context you must use the pantone colour matching system.

Where the colours are printed onto a product or brand material please provide a sample or photographic evidence to show the colour match before full production begins.

### Primary Palette

|             |           |
|-------------|-----------|
| 100%        | 100%      |
| Lucy Purple | Lucy Pink |
| 80%         | 80%       |
| 60%         | 60%       |
| 40%         | 40%       |
| 20%         | 20%       |

|            |          |           |
|------------|----------|-----------|
| 100%       | 100%     | 100%      |
| Hot Purple | Hot Pink | Cool Blue |
| 80%        | 80%      | 80%       |
| 60%        | 60%      | 60%       |
| 40%        | 40%      | 40%       |
| 20%        | 20%      | 20%       |

### Secondary Palette

|            |              |               |           |              |              |
|------------|--------------|---------------|-----------|--------------|--------------|
| 100%       | 100%         | 100%          | 100%      | 100%         | 100%         |
| Fairy Pink | Sunny Yellow | Sea Turquoise | Baby Blue | Lilac Flower | Summer Green |
| 60%        | 60%          | 60%           | 60%       | 60%          | 60%          |
| 40%        | 40%          | 40%           | 40%       | 40%          | 40%          |

# Fairy

## Fairy components

Our fairy theme is our leading brand theme. If there isn't a theme specified this is the one to use.

It features our beautiful fairy in a variety of poses and wearing different outfits. The theme includes a selection of magical creatures and icons that when used together create a very pretty and magical fairy world.

Each character and icon is available separately. Please contact the marketing team for access to them. They are available in a variety of file types.



# Princess

## Princess components

The magical princess theme should be used when specified. The bright and eye catching design is a dream come true for little princesses.

This theme features a beautiful Princess with long blond hair and a fabulous dress. There are lots of pretty icons to give this theme an edge including chains of roses and lovely pink hearts.

Each character and icon is available separately. Please contact the marketing team for access to them. They are available in a variety of file types.



# Applications

# Photography

Pictures are the one of the best way of telling the story of our brand. They should reflect our attention to detail and the excitement that Lucy Locket stirs up in children.

We have 3 types of imagery in our library and they are available for different uses.

## Lifestyle

This group of images are designed to capture the essence of our brand. They often show our products in action and the focus is showing the enjoyment and pleasure they bring to young people. The aim of these images is to depict a lifestyle.



# Photography

## White backgrounds

These images are designed to show off individual products.

They are mainly designed as a sales tool and allow the product to be shown clearly. All products must have at least one white background shot that does not include any other product. Group shots can be done in addition.

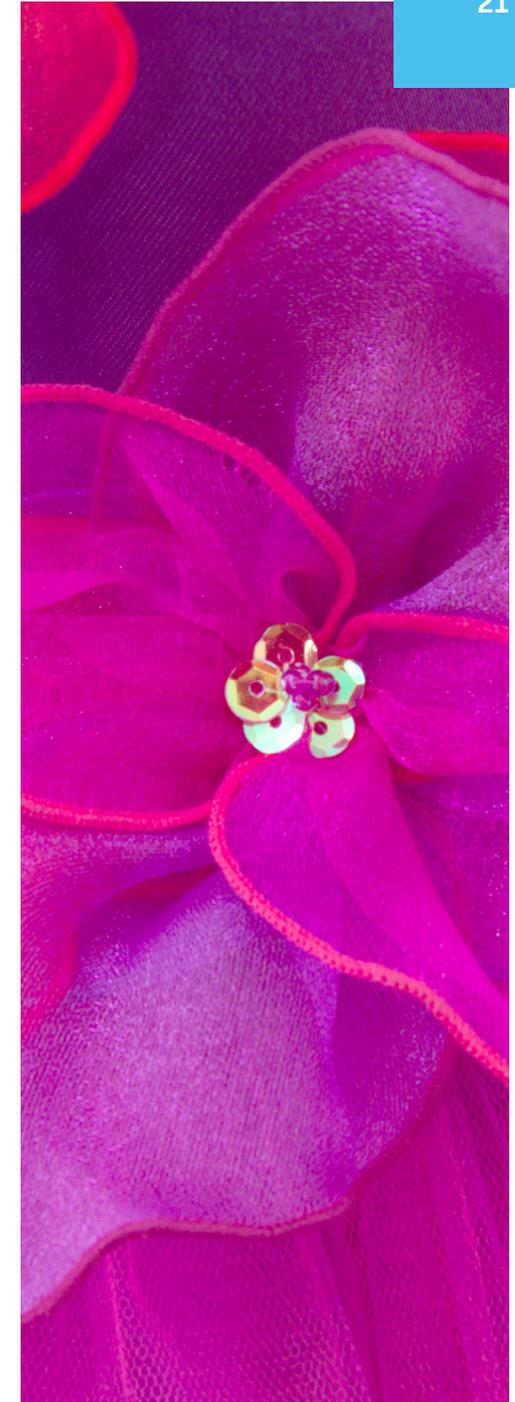
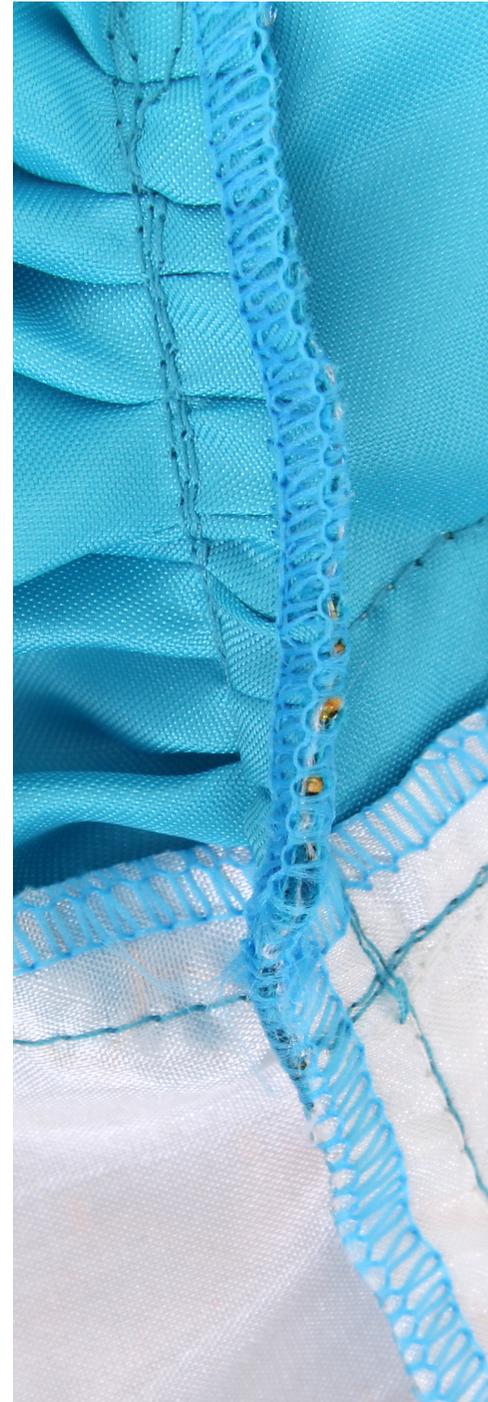
Some items will require multiple shots - this is especially the case where the item has a detailed back or side view. Most marketplaces and our website require these images to be used as a primary image.



# Photography

## Detail shots

Where an item has intricate detail it is particularly important that a detail shot is taken - it is best practice to take this as separately. This allows the best possible angle to be used.





LucyLocketHQ



LucyLocketHQ



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