

Brand guidelines

May 2024 - Version 2





Shopworkers =
Keyworkers
#ShopKind

 Home Office

 ShopKind

© ACS, Association of Convenience Stores 2022. Designed by Puddlegraphics.com



Shopworkers =
Keyworkers
#ShopKind

Shopworkers =
Keyworkers
#ShopKind

2 FOR
£3
£2

ShopKind

Shopworkers =
Keyworkers
#ShopKind

£2.55

Shopworkers =
Keyworkers
#ShopKind

Shopworkers =
Keyworkers
#ShopKind

Shopworkers =
Keyworkers
#ShopKind

£1.50

Shopworkers =
Keyworkers
#ShopKind



**Always
report
violence
& abuse**

In an emergency
call 999

For non-emergencies
call 101

Home Office

ShopKind

Introducing the visual identity



ShopKind brand values

Warm

Friendly

Bold

Confident

Kind

Encouraging

Authoritative

Approachable

Trusted

Vibrant

Dynamic

Caring

Final visual identity - the logotypes

Primary logo



Stacked logo



Hashtag logos



Icon only



Final visual identity - mono logotypes for black & white applications only

Primary logo

Grey
CMYK: 60% Black
RGB: 135; 135; 135



Reverse mono example



Stacked logo



Hashtag logos



Icon only



The logotypes - minimum excursion zone

Use half the width of the magenta smile to the top and bottom of the logo; the full width to the left and right hand sides.



How not to treat the logotypes



✗ Do not rotate



✗ Do not distort



✗ Do not stretch proportions



✗ Do not change to non-brand colours



✗ Do not apply drop shadows



✗ Do not apply 3D effects



✗ Do not fill with patterns, textures or images



✗ Do not colour components differently

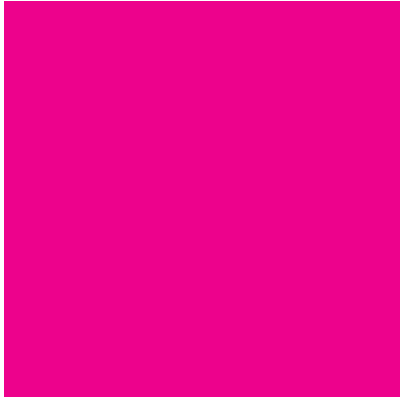


✗ Do not line break or stack logotype differently to the provided stacked version



✗ Do not use the wordmark individually as a standalone logo

Colour palette



ShopKind Magenta

Pantone: Magenta C
CMYK: C0/M100/Y0/K0
RGB: 217/2/125
HEX/HTML: D9027D



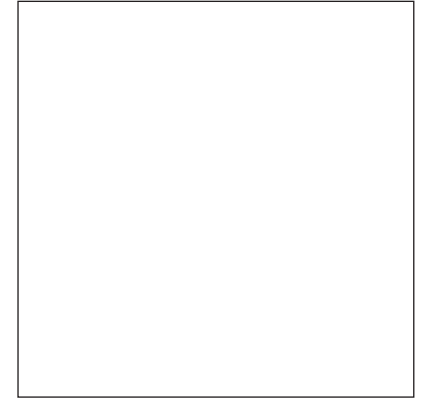
ShopKind Yellow

Pantone: 1235 C
CMYK: C0/M25/Y94/K0
RGB: 255/184/28
HEX/HTML: FFB81C



ShopKind Black

CMYK: C0/0/Y0/K100
RGB: 0/0/0
HEX/HTML: 27251F



ShopKind White

CMYK: C0/M0/Y0/K0
RGB: 255/0/0
HEX/HTML: FFFFFFFF

Final visual identity - using the logotypes colour backgrounds

ShopKind logos should be used on only three backgrounds; white, magenta and yellow. The ShopKind visual brand should not be used on any other colour, pattern or photographic image.



Typeface

The recommended font family to be used on all ShopKind materials is Como. The font can be purchased from <https://www.myfonts.com/search/como>

Use Extrabold weight for headings and titles; Medium weights for body text. For body text a minimum of 9 point text on 11 point leading should be used. There are two standard weights that are available. In situations when Como is unavailable, please use the typeface Calibri, a standard font included with Microsoft Office.

Como Extrabold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

!@£\$%^&*()-_+?/:;.,"<>

Como Medium

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

!@£\$%^&*()-_+?/:;.,"<>

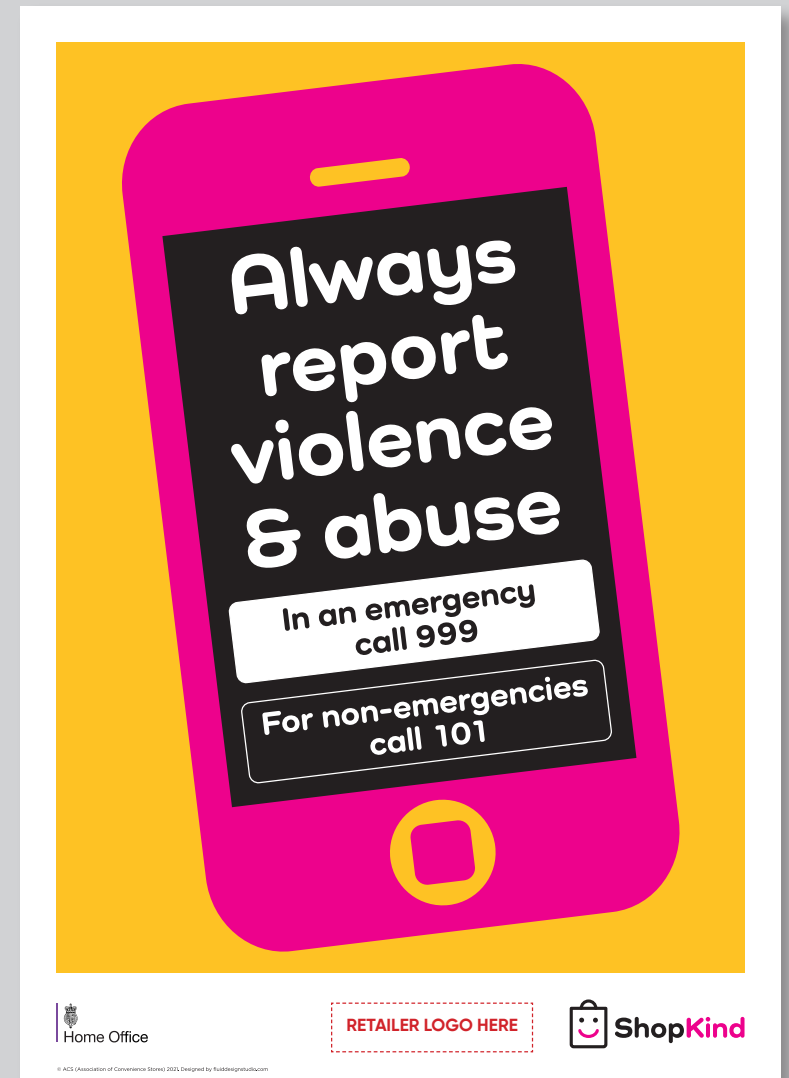
Using retail partner logos with the visual brand assets

Retailers kindly supporting the ShopKind campaign, may use their own business logos alongside the ShopKind logo in the bottom white channel. Please respect the guidelines below, showing the recommended position and size of retail partner logos.

Shelf slider



A4 Poster



Overview of brand assets

A. Consumer (in media)

- **Facebook** – static social media graphic posts
- 1200px x 630px (not shown to scale)
- Logos shown larger in bottom channel for better impact on smartphone screens

Message 1 - 2x colourways



Message 2 - 2x colourways



A. Consumer (in media)

- **Twitter** – static social media graphic posts
- 1200px x 675px (not shown to scale)
- Logos shown larger in bottom channel for better impact on smartphone screens

Message 1 – 2x colourways



Message 2 – 2x colourways



A. Consumer (in media)

- **Instagram** – static social media graphic posts
- **Square format** – 1080px x 1080px (not shown to scale)
- Logos shown larger in bottom channel for better impact on smartphone screens

Message 1 – 2x colourways



Example post



A. Consumer (in media)

- **Instagram** – static social media graphic posts
- **Square format** – 1080px x 1080px (not shown to scale)
- Logos shown larger in bottom channel for better impact on smartphone screens

Message 2 – 2x colourways



A. Consumer (in media)

- **Instagram** – static social media graphic posts
- **Vertical format** – 1080px x 1350px (not shown to scale)
- Logos shown larger in bottom channel for better impact on smartphone screens

Message 1 – 2x colourways



A. Consumer (in media)

- **Instagram** – static social media graphic posts
- **Vertical format** – 1080px x 1350px (not shown to scale)
- Logos shown larger in bottom channel for better impact on smartphone screens

Message 2 – 2x colourways



A. Consumer (in media)

- **Instagram** – static social media graphic posts
- **Instagram Stories format** – 1080px x 1920px (not shown to scale)
- Logos shown larger in bottom channel for better impact on smartphone screens

Message 1 – 2x colourways



Shopworkers =
Keyworkers
#ShopKind

Home Office  ShopKind



Shopworkers =
Keyworkers
#ShopKind

Home Office  ShopKind

Message 2 – 2x colourways



400
shopworkers
are abused
every day,
please
#ShopKind

Home Office  ShopKind



400
shopworkers
are abused
every day,
please
#ShopKind

Home Office  ShopKind

B. In-Store Environment (consumer facing)

- In-store Poster – A4 Portrait (Print)
- 210mm x 297mm (width by height - not shown to scale)



B. In-Store Environment (consumer facing)

- Shelf slider (Print)
- 200mm x 80mm (not shown to scale)



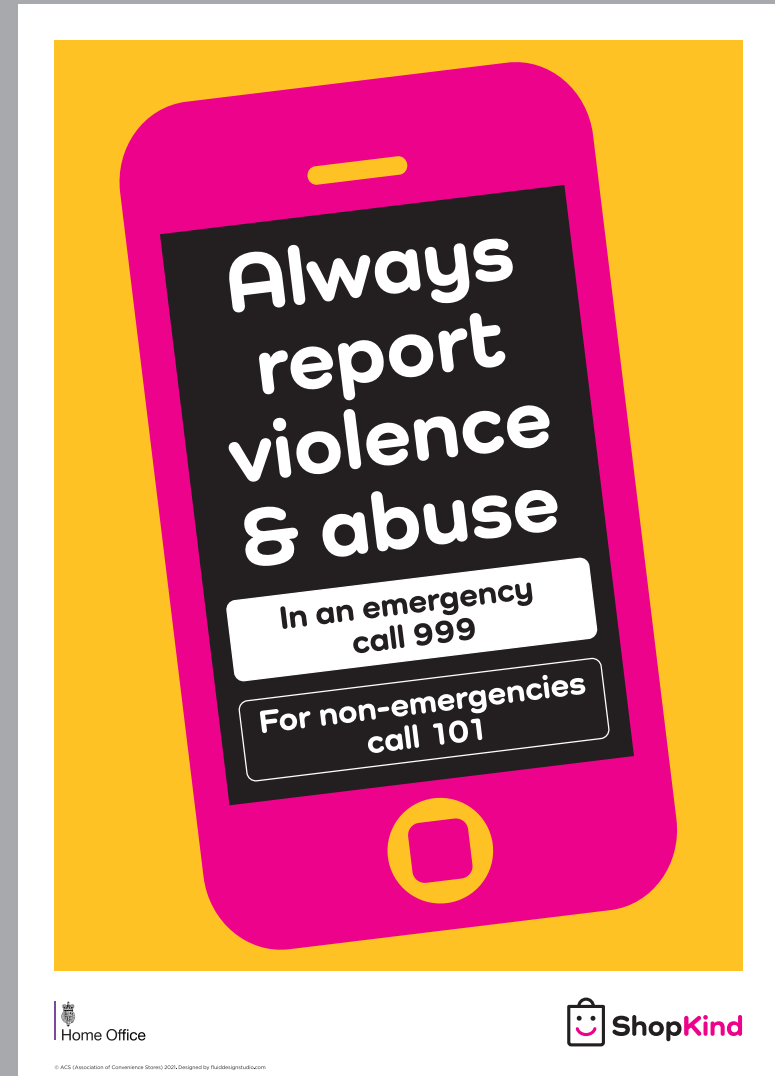
B. In-Store Environment (consumer facing)

- Screen graphics for self service tills – size(s) TBC
- 1200px x 1200px square format example shown (not shown to scale)



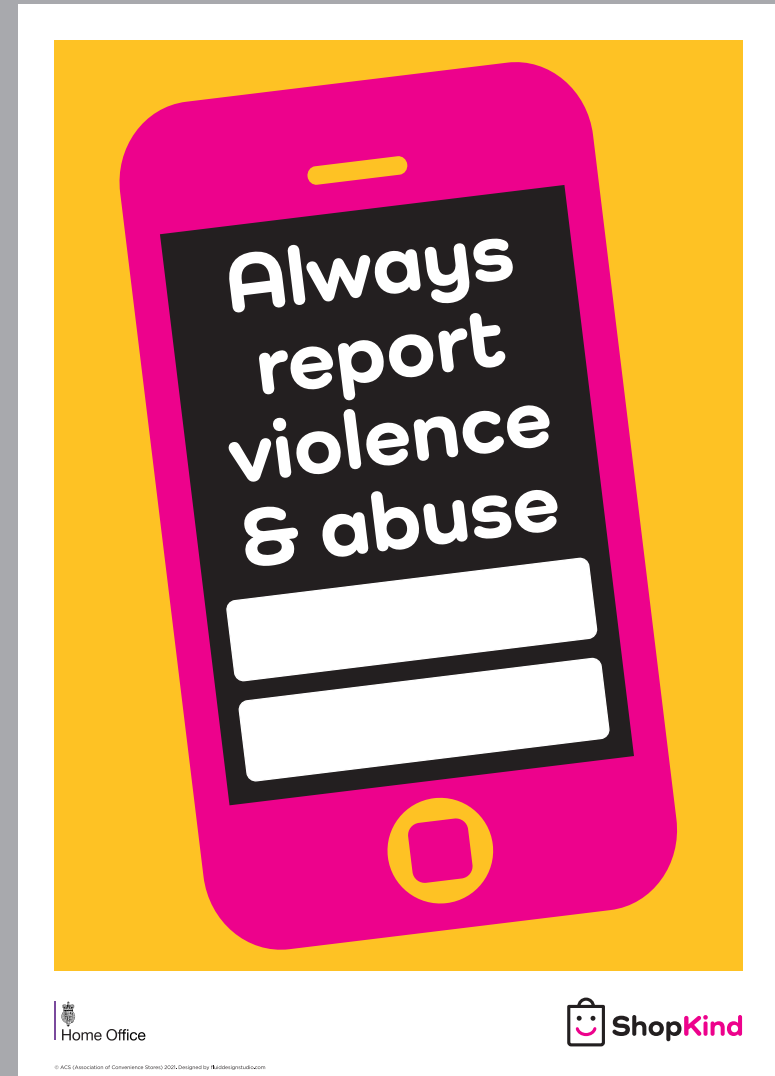
C. Store Colleagues

- Staff Room Poster – Option 1 – A4 Portrait (Print)
- 210mm x 297mm (width by height – not shown to scale)



C. Store Colleagues

- Staff Room Poster – Option 1 – A4 Portrait (Print)
- Blank white boxes featured for retailers to fill in their own reporting procedures
- 210mm x 297mm (width by height – not shown to scale)



C. Store Colleagues

- Staff Badge - A4 Portrait (Print)
- 80mm diameter (not shown to scale)



D. Industry

- Mailchimp header
- 1200px 842px



Thank you for your support

If you have any questions regarding
these brand guidelines, please contact:
acs@acs.org.uk or call 01252 515001

