Brand guidelines

March 2021 – Version 1

ShopKind

Shopworkers =
Keyworkers
#ShopKind

CrimeStoppers.   Home Office   ShopKind

Always
report
violence
& abuse

In an emergency
call 999

For non-emergencies
call 101

CrimeStoppers | Home Office | ShopKind

Introducing the visual identity

ShopKind

ShopKind brand values

Warm	Authoritative
Friendly	Approachable
Bold	Trusted
Confident	Vibrant
Kind	Dynamic
Encouraging	Caring

Final visual identity – the logotypes

Primary logo

ShopKind

Stacked logo

ShopKind

Hashtag logos

#ShopKind

#ShopKind

Icon only

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

Primary logo

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

ShopKind

Reverse mono example

ShopKind

Stacked logo

ShopKind

Hashtag logos

#ShopKind

#ShopKind

Icon only

The logotypes – minimum excusion 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

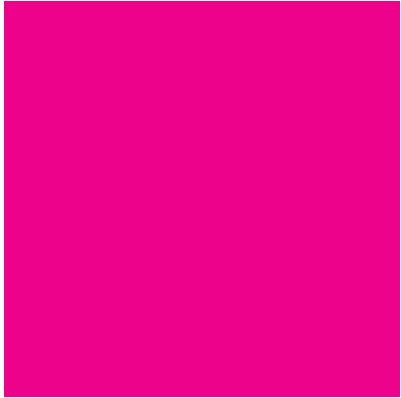✗ Do not colour components differently

✗ 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
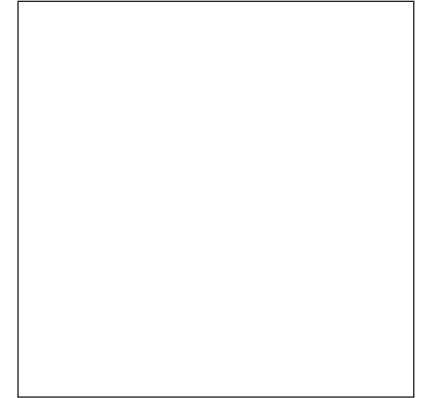RGB: 217/2/125
HEX/HTML: D9027D

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: FFFFFF

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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()-_+?/:;.,"<>

Como Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
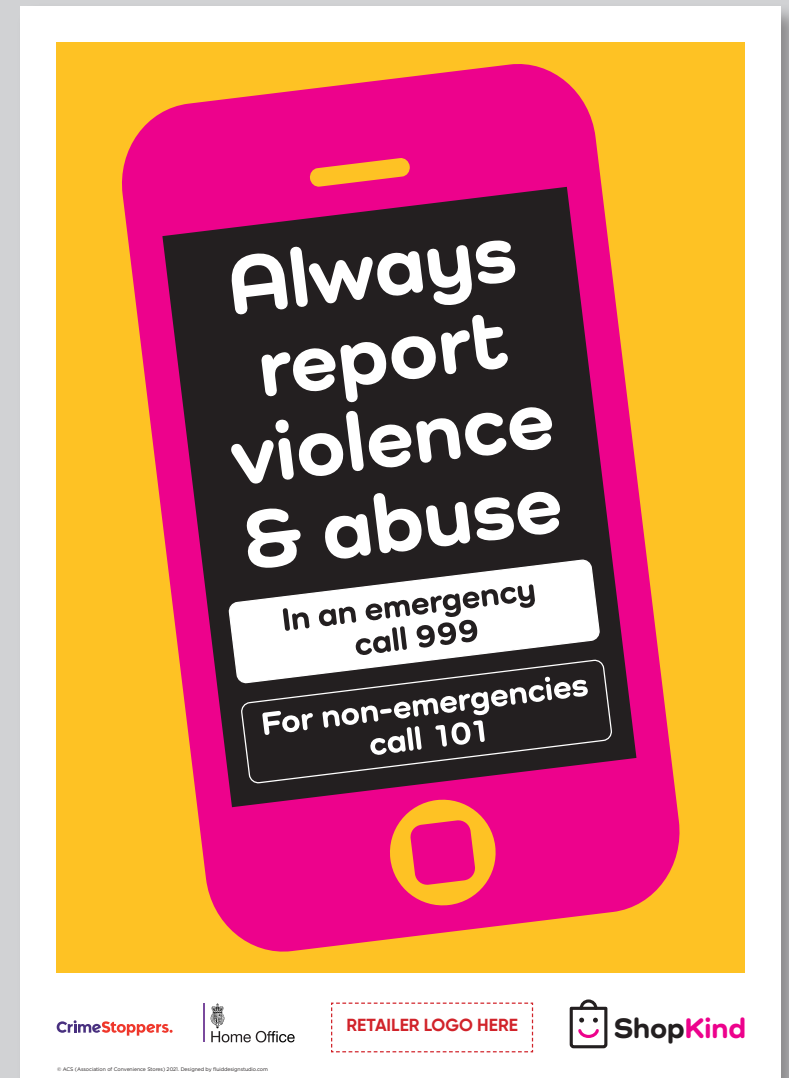!@£$%^&*()-_+?/:;.,"<>

Using retail partner logos with the visual brand assets

Retailers kindly supprting 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

ShopKind

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

Shopworkers = Keyworkers #ShopKind

CrimeStoppers. | Home Office | ShopKind

Shopworkers = Keyworkers #ShopKind

CrimeStoppers. | Home Office | ShopKind

Message 2 – 2x colourways

400 shopworkers are abused every day, please #ShopKind

CrimeStoppers. | Home Office | ShopKind

400 shopworkers are abused every day, please #ShopKind

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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

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Shopworkers =
Keyworkers
#ShopKind

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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

Message 2 – 2x colourways

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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)

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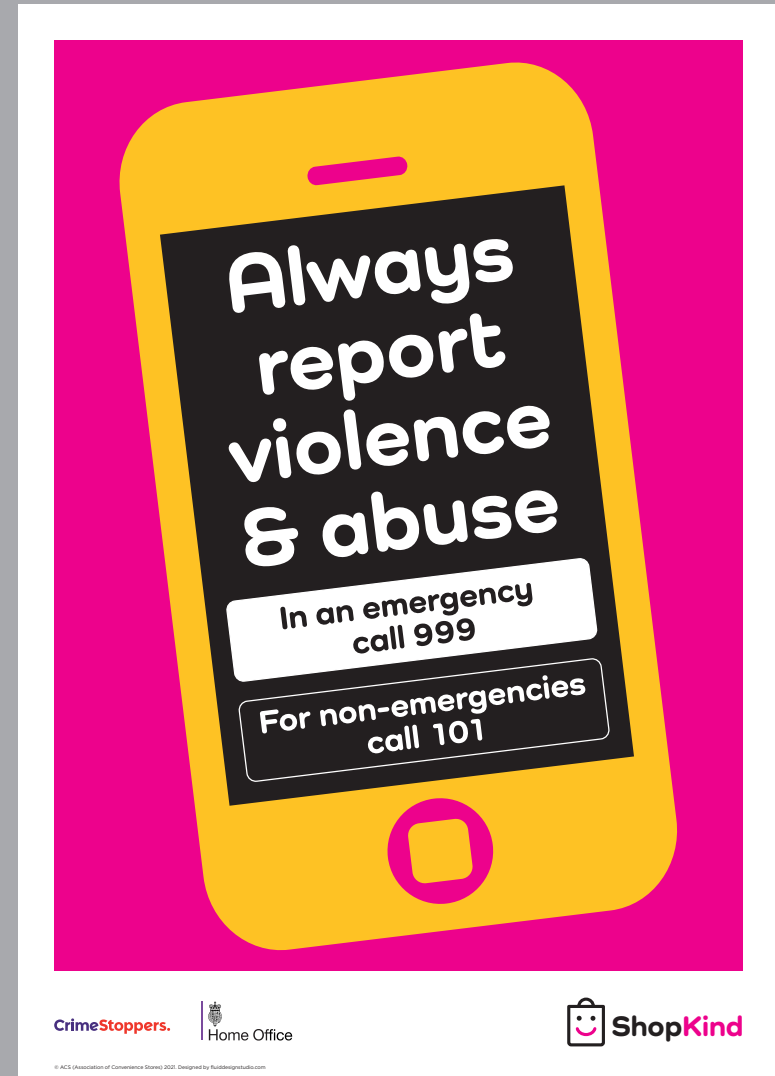
B. In-Store Environment (consumer facing)
- Screen graphics for self service tills – size(s) TBC
- 1200px x 1200px square format example shown (not shown to scale)

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

Always report violence & abuse

In an emergency call 999

For non-emergencies call 101

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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)
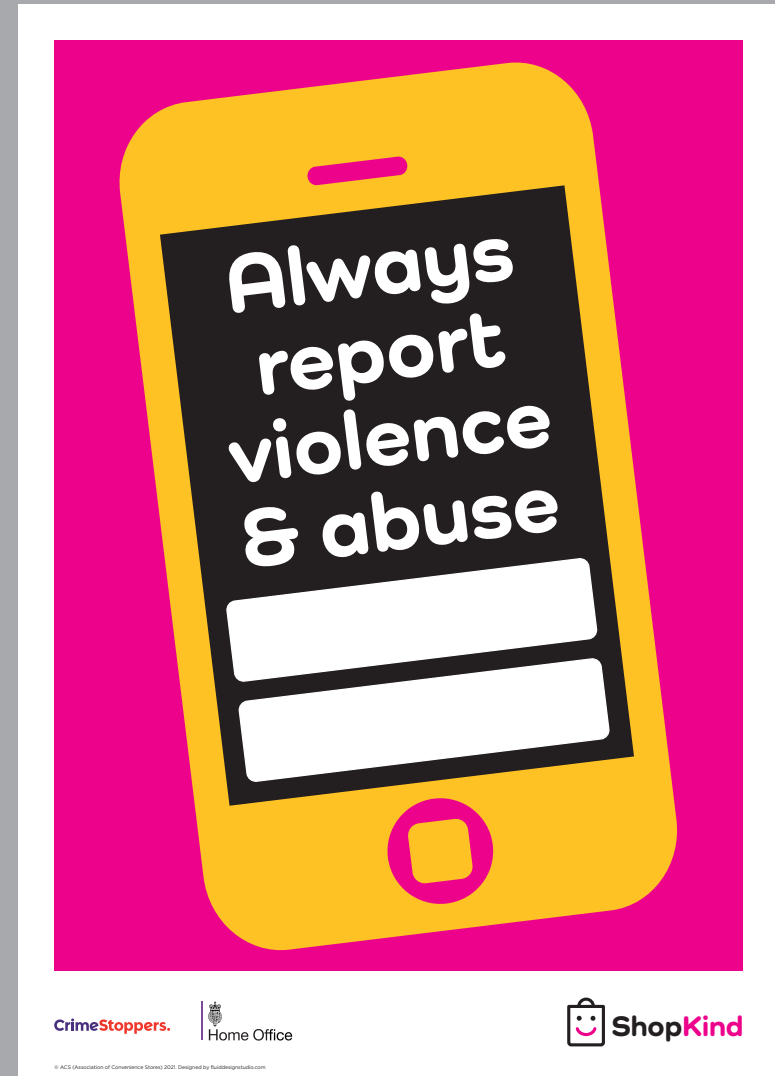
C. Store Colleagues

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

Here to help, please #ShopKind — ShopKind

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#ShopKind

**Uniting retailers to
tackle violence and abuse**

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Thank you for your support

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

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