

Packaging Guidelines

Release date 04.21

Torpedo7



Introduction

our journey



Hey! Welcome.

These guidelines have been developed to protect the Torpedo7 brand by ensuring consistent application across all associated material and collateral.

This guide gives you the individual brand elements as well as examples of how the brand is to be applied to packaging in several different formats.

However, this guide cannot cover all situations. When designing items not covered here, we ask you to use this information as a benchmark.

It is mandatory that all packaging material using the Torpedo7 brand be approved and signed off by the Category Manager/Lead Buyer and the Packaging Designer. Torpedo7 will not accept materials produced without approved authority.

Our brand is valuable to us, if you are unsure about any aspect of the brand use, please contact the Packaging Designer for clarification.

So down to earth, our signature scent is dirt.

Yeah-nah. Nah-yeah.

Torpedo7's voice is usually informal. Though while slang and banter are sweet as, be clear before being entertaining.

Since we write from our customers' perspective, always suss out the reader's state of mind and adjust tone accordingly (e.g., a sorry message shouldn't read the same as a new merch drop).

We have two distinct core audiences, and hardcore skiers use different lingo than, say, a family who loves to kayak at the beach on weekends. So be mindful of who you're talking to.

Just remember, we're the gateway to the outdoors, a pit stop and not destination in and of itself. So keep things simple, so people can get there.

tone and voice



strategic overview

The importance of the packaging guidelines and brand standards, however is anything but utilitarian. They are central to our ongoing commitment to:

1. Maintain authenticity and build brand equity

Both are crucial to reinforcing and increasing the relevance of our brand to our consumers. The better we represent the brand, the better we can increase mind share and protect the brand identity from dilution.

2. Increase and improve scale of our system store wide

3. Provide more consistency and quality across the system

The higher our system-wide consistency and efficiencies, the stronger the connection that consumers draw from all they see and hear, creating more inherent value in Torpedo7 to benefit the entire System.

4. Understand how sustainability affects our processes and decisions.

Simply put, our Packaging Design Guidelines exist to provide clear, reliable and enduring guidance on how to use our brand elements to design our Torpedo7 house brand range of packaging.

Design Principles

our style

The design principles help to focus and clarify what is – and is not – Torpedo7.

These packaging design principles drive the design of all touch points for Torpedo7 branded products.

Apply these principles whenever new packaging executions are created. Everything that has anything to do with our brand must align with these principles.

01.

Bold Simplicity

A return to clarity; removal of all extraneous noise and static around our brand to find the bold, simple essence of Torpedo7.

Let's shed the bad. Phase out materials that are bad for our environment.

Remove unnecessary packaging where possible.

02.

Genuine

We think about every aspect of our brand and what our customers want. This needs to be reiterated into our packaging design system.

Use smart design. Re-imagine our packaging process from factory to customer. Include materials that are easy to recycle for our kiwi homes.

03.

Green

At every touch point, we will leverage the bold and confident vitality of our new Torpedo7 colour green. Additionally, we will continue to integrate the thread of Black into everything we do.

Let's take responsibility and show our customers we are transparent and up to date with current sustainable standards.

Everything you need in the highest quality and nothing you don't. Lets strip away the clutter and give our customer's a simple system.

sustainable

Minimalist design style accompanied with less packaging materials, to show our customers less is more.

Bold typography acts as a great way finder for customers, while also adding visual interest.

New secondary brand colour palette, moving to natural tones.

Two core colour categories. Green used for general and cool charcoal used for deluxe, higher price point products.

Green is referencing nature, energy and good. Good for you, good for us and good for the planet.

Hey! I'm 100% Recyclable 





Torpedo7 Red

Pantone Red 032C
CMYK 5/100/100/1



Nature Green

Pantone 5545C
CMYK 75/41/63/24



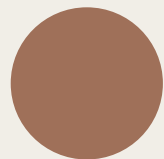
Cool Charcoal

Pantone 425C
CMYK 66/56/53/29



Sand

Pantone Warm Grey 1C
CMYK 15/14/17/0



Dirt Brown

Pantone 7525C
CMYK 33/56/65/13



Water Blue

Pantone 7698C
CMYK 79/47/32/6

Colour is the most
fundamental yet
powerful tool in
creating or expressing
a mood or feeling.

Our secondary colour palette can also be applied in tints, of increments of 10. This will be on a case by case basis and is not encouraged as a first option.

Pantone colours should be used for the majority of all Torpedo7 packaging.

Please always use colour matching cards when checking print colours on final hard proofs.

Colour palette

font families

TT Norms Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Product name
(Uppercase)
Kerning: Optical
Tracking: +10

TT Norms Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Style name
(Lowercase)
Kerning: Optical
Tracking: +10

TT Norms Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Icons
Kerning: Optical
Tracking: +10

TT Norms Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Copy
Kerning: Optical
Tracking: +10

Our Design Language.

picture it

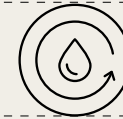
These are the initial set of icons as a guide, while the icon library will constantly grow.



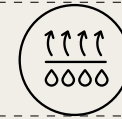
Breathable



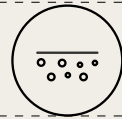
Lightweight



Quick Dry



Moisture
Wicking



Anti-Pill



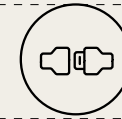
Temperature
Regulating



Impact
Absorbent
Liner



Dial Fit
System



Quick
Release



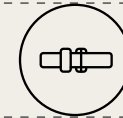
Soft



Body Heat
Retentive



Dual Layer



Adjustable
Strap



Double Lens
Technology



UV
Protection

←
Text must be centre aligned

↷
All icons must have the same
proportional relation.

Iconography

Our Design Language.

Layout

When creating Torpedo7 packaging artwork, always follow these rules to create consistency across the packaging range.

This is a quick general overview of layout structure. Further details regarding layout are set further into this document.

Logo
- left aligned

Clear space is always necessary to create breathing space and limit chaos.

Icons:
Always set of 2 or 4,
No matter what product

Product name:
- uppercase
- left aligned

Product Description:
- sentence case
- left aligned



Category Label:
- classed in age groups

Sand background colour
- with texture overlay

Product style name
- lowercase
- right aligned

Solid Green Band
- 33% scale of dieline

Sustainable Callout
- always right aligned

* Artwork is not to scale please reset. Please use the provided templates of this artwork.

Our Design Language.

Logo

Consistency is key to avoiding visual chaos on-shelf. To achieve this please adhere to the element sizes specified in this document.

When placing the logo onto artwork, please have the minimum spacing around all sides. Always try to have one and a half times the space where ever possible.

Do not make the primary logo less than 3mm.

The logo must always sit in the top left sand section of the packaging using the minimum clear space

The logo must always be centre aligned with the centre of the category box



Having the correct spacing around the logo helps build the framework foundation for the rest of the design system.

Type

Consistency is key to avoid visual chaos on shelf.
To achieve this please adhere to the typography specifications here.

Always have text left aligned for packaging.

Icon Description
TT Norms Medium
(Title case)
Text Colour: black
Tracking: +10

Product name:
TT Norms Extra Bold
(Uppercase)
Text Colour: white
Tracking: +10

Product Description:
TT Norms Regular
(Title case)
Text Colour: white
Tracking: +10



Product style:
TT Norms Bold
(lowercase)
Text Colour: black
Tracking: +10

* Artwork is not to scale please reset. Please use the provided templates of this artwork.

Our Design Language.

Type

Consistency is key to avoid visual chaos on shelf.
To achieve this please adhere to the typography specifications here.

Always have text left alight for packaging.

Product name:
TT Norms Extra Bold
(UPPERCASE)
Text Colour: white
Tracking: +10

Product Description:
TT Norms Regular
(Title case)
Text Colour: white
Tracking: +10

Feature Info
TT Norms Regular
(Title case)
Text Colour: black
Tracking: +10



Body Copy:
TT Norms Regular
(Sentence case)
Text Colour: black
Tracking: +10

Recycle Callout:
TT Norms Extra Bold
(Sentence case)
Text Colour: white
Tracking: +10

Get in touch & website
TT Norms Extra Bold &
Medium
(Sentence case)
Text Colour: white
Tracking: +10

* Artwork is not to scale please reset. Please use the provided templates of this artwork.

Position

Consistency is key to avoid visual chaos on shelf. To achieve this please adhere to the typography specifications here.

Product names, styles, descriptions and features information can take on a range of font sizes
Product names font cap height is determined by the height of the logo's logotype.

Product description font cap height is exactly 50% the size of the product name.

Style name font cap height is exactly 66% (2/3) of the product name cap height.

Product details is always sized to match the length of category label.

Icon descriptions must never be smaller than 8pt and always scaled correctly with icon above (see template).

Product Name

Icon description

Product Description



Style name

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Position

Product name and description follow the same rules as stated on previous page.

However when situated with summary information, always add an offset line below product description. As a template start by offsetting the line 9mm below text with 0.25pt black stroke weight.

Body copy standard size is 10pt with 13 leading. Minimum accepted size for smaller products is 8pt with 11 leading.

Feature bullets are the same as above body copy, with a 2mm space after each bullet.

Distribution info minimum size is 6pt with 7.2 leading.

Recycle callout is always sized proportionally to fit height of barcode box (see template).

Product name

Product Description

Feature Bullets

Barcode Box

Distribution information.



Body Copy

Recycle Callout

Get in touch & website

* Artwork is not to scale please reset. Please use the provided templates of this artwork.

Our Design Language.

Layout

Following the guide on the previous page, all elements stay the same, apart from the update from line drawing to photograph.

A photographic image is only recommended to replace line drawings when:

Product details can clearly be seen. In the instance with the design to the right, a line drawing gives greater value than a photograph. As this image is small and details are easy to view as a line drawing.

When an image is high quality e.g.: 300dpi, and clear-cut to a high standard.

Product image is always on a transparent background



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Our Design Language.

Front Panel

Layout

A photographic image is only recommended to replace line drawings when:

- Product details can clearly be seen
- When an image is high quality e.g.: 300dpi, and clear-cut to a high standard.

Product image is always on a transparent background



Always use minimum clear space around image.

* Artwork is not to scale please reset. Please use the provided templates of this artwork.

Examples

Paperboard Folded Box

These examples are provided as reference and can be opened directly into InDesign.

Please note content may need updating or differ from these original images, ALWAYS check new brief for current details.

Packaging cardboard, paperboard and labels should all be printed on FSC stock with Aqueous gloss coating.



Always aim to keep sections of clear space to let the design breathe and avoid chaos

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Our Design Language.

Examples

Hangsell

These examples are provided as reference and can be opened directly into InDesign.

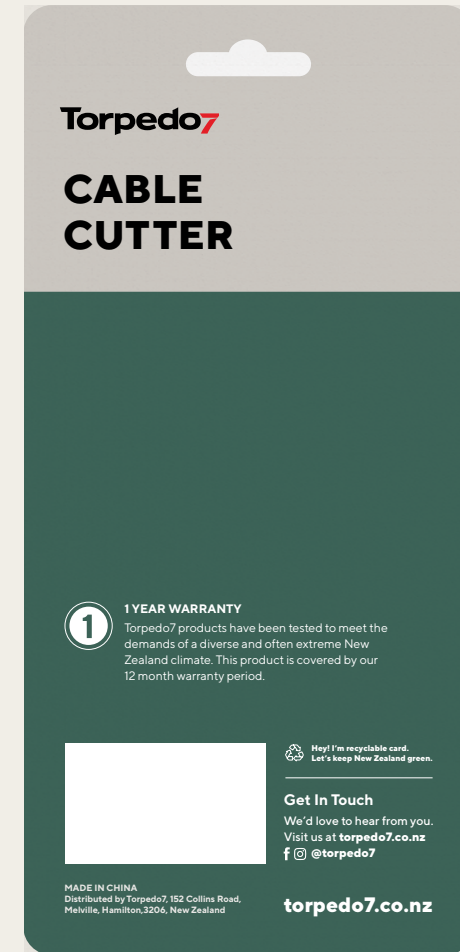
Please note content may need updating or differ from these original images, ALWAYS check new brief for current details.

Packaging cardboard, paperboard and labels should all be printed on FSC stock with Aqueous gloss coating.

Product Name on Transparent Sticker



Product Name on Transparent Sticker



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Examples

Header Card

These examples are provided as reference and can be opened directly into InDesign.

Please note content may need updating or differ from these original images, ALWAYS check new brief for current details.

Packaging cardboard, paperboard and labels should all be printed on FSC stock with Aqueous gloss coating.

Sustainable lock-up, website and barcode must always be present on header cards

Product features are always bullet pointed on the back to save space.



* Artwork is not to scale please reset. Please use the provided templates of this artwork.

Examples

Sock Hangsell

These examples are provided as reference and can be opened directly into InDesign.

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Packaging cardboard, paperboard and labels should all be printed on FSC stock with Aqueous gloss coating.

Don't forget to include category sticker



Size guide compulsory

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Our Design Language.

Examples

Swing Tag

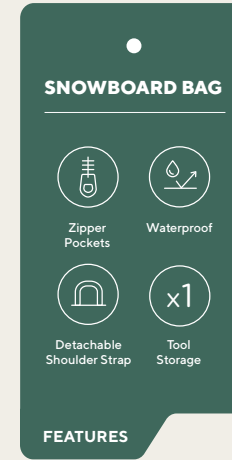
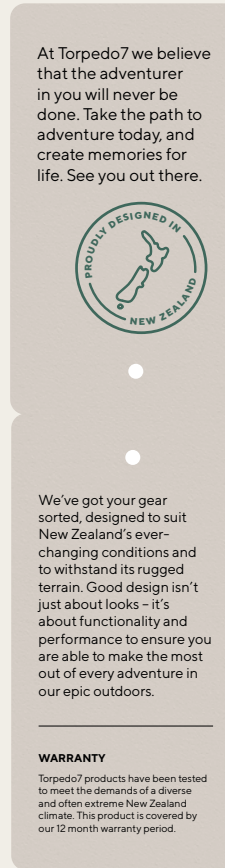
These examples are provided as reference and can be opened directly into InDesign.

Please note content may need updating or differ from these original images, ALWAYS check new brief for current details.

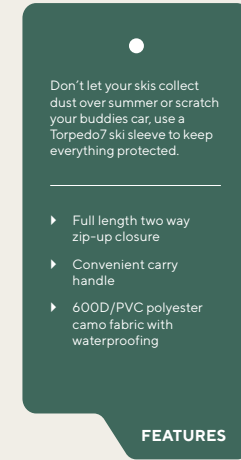
Packaging cardboard, paperboard and labels should all be printed on FSC stock with Aqueous gloss coating.

Swing Tags should always be tied onto a product with sustainable string

Always use swing tag template and do not change pages that are locked.



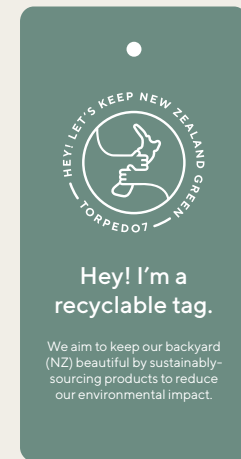
Front



Back



Front



Back

* Artwork is not to scale please reset. Please use the provided templates of this artwork.

Please use the templates provided when possible and when using formats not templated, please retain the layout, look and feel as consistent as possible.

Remember our packaging is our silent salesman, so please make sure artwork is approved by all stakeholders before production.

In the mean time if you get stuck please contact Amy Allison - Lead Packaging Designer, amy.allison@torpedo7.com

If you're ever in doubt,
please refer back to
these guidelines.

