



BRAND GUIDE

This is a guide to the basic elements that make up CREATE.

Get to know the brand!

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Logo: Variations

The CREATE logo comes in different variations to suit different contexts.

- 01

Long logo
This is the most commonly used logo variation. It should be used in most branding contexts.
- 02

Long logo centre aligned with tagline
This variation appears in contexts where the target audience would be first introduced to CREATE. This variation has been used in postcards, event banners and the official CREATE website.
- 03

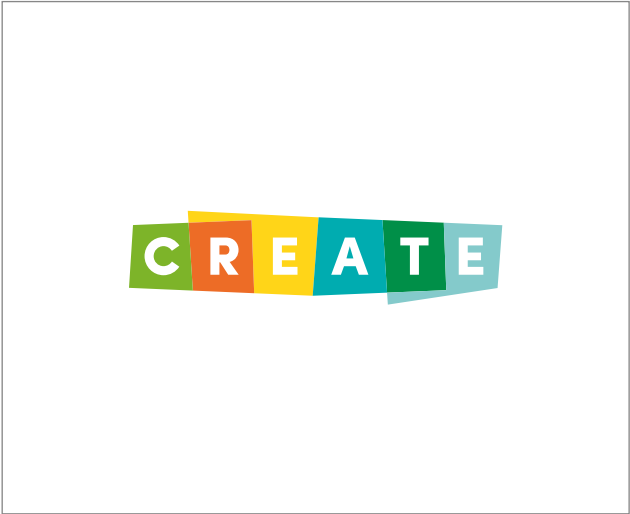
Long logo left aligned with tagline
This variation should be used in contexts where the tagline is required but a left-aligned variation is needed
- 04

Square logo
This variation is used in contexts where limited space is available. It has appeared on the spine of the Mentor Toolkit folder, the header of the CREATE People Plan spreadsheet and the create-experience.com website favicon.
- 05

Square logo centre aligned with tagline
Use only when absolutely needed.
- 06

Square logo left aligned with tagline
Use only when absolutely needed.

01



02



03



04



05



06



Logo: Do's



✔ **DO** put the logo on light neutral flat colour backgrounds such as white or a light grey



✔ **DO** make the tagline on the logo white if it is being used on a brightly coloured background



✔ **DO** make sure that the logo can be easily read and recognised if placed on top of a photograph

Logo: Don'ts



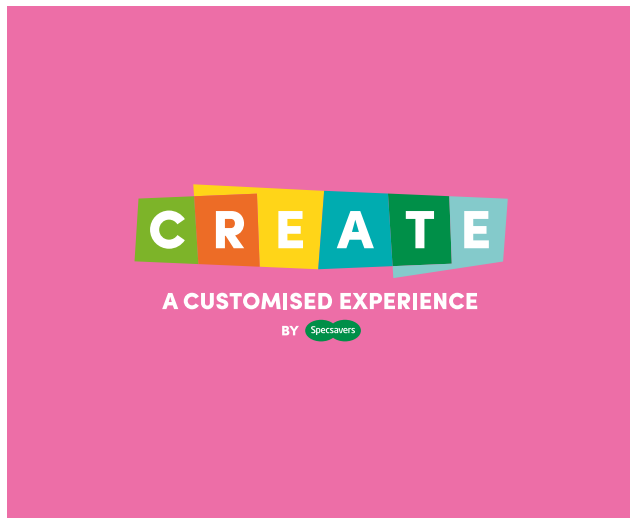
✗ **DON'T** use a drop shadow on the logo



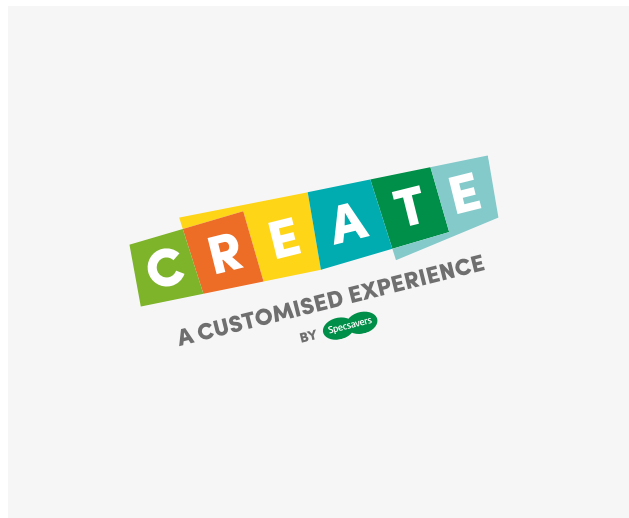
✗ **DON'T** place the logo on top of busy photography



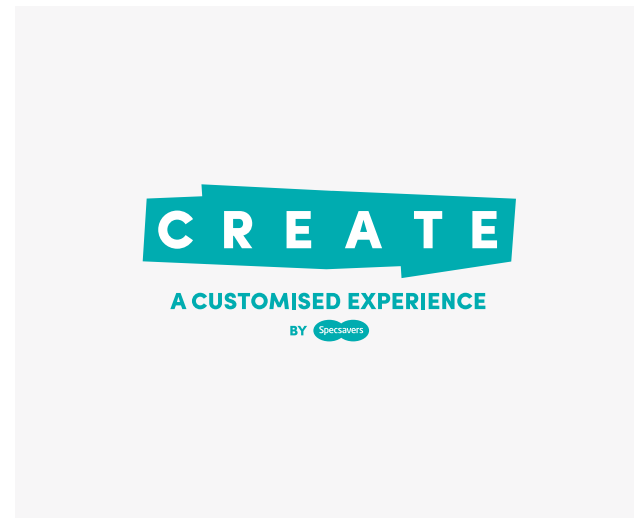
✗ **DON'T** place the logo on top of a colour that appears in the logo



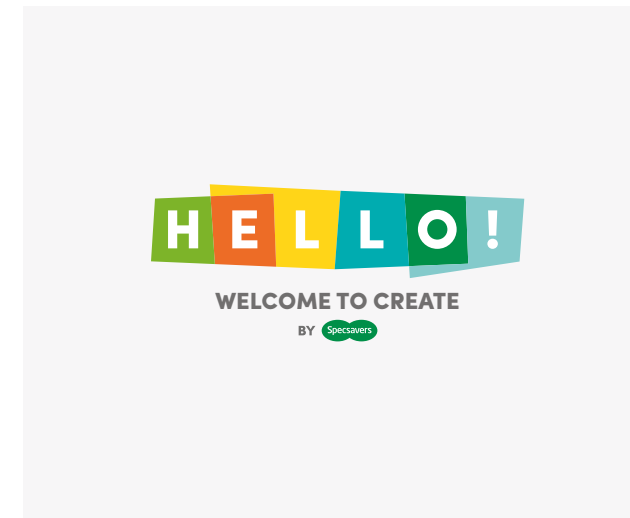
✗ **DON'T** place the logo on top of colours that are outside the brand guidelines



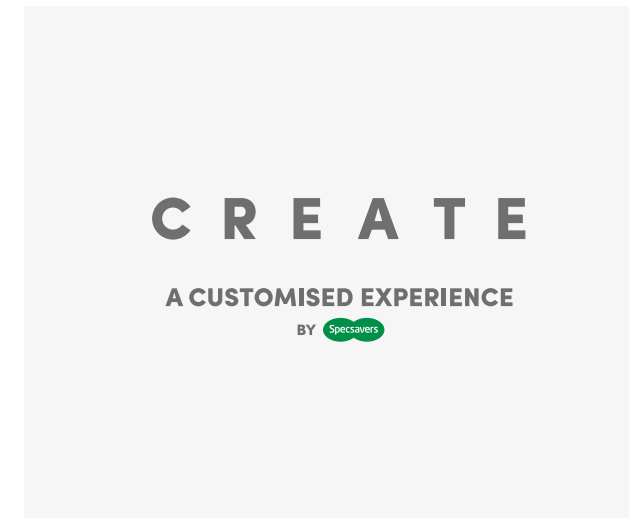
✗ **DON'T** tilt or distort the logo



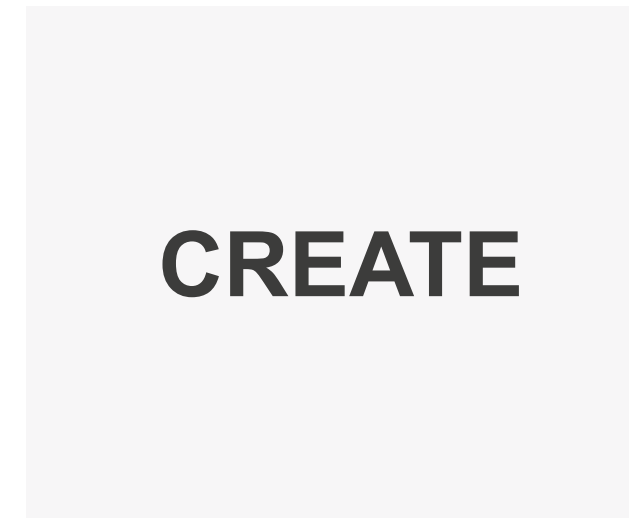
✗ **DON'T** use a monochromatic version of the logo or change the colours in any way



✗ **DON'T** change the text on the logo



✗ **DON'T** remove the coloured squares on the logo









✗ **DON'T** use a different font for the logo

Colours: The 6 Capabilities

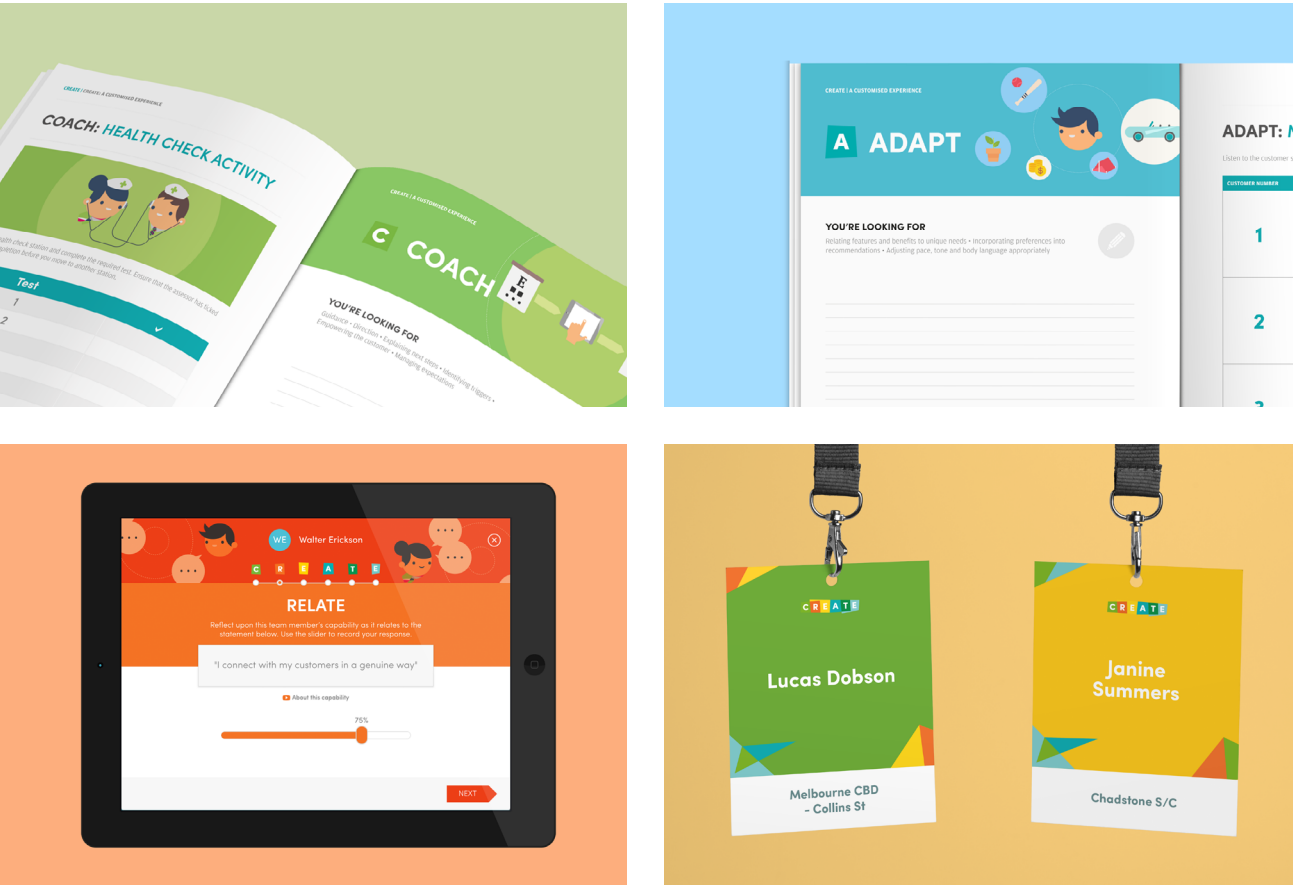


Each capability has their own colour. The bright colours set the overall tone of CREATE and influence what colours should appear in the branding. A few, or all these colours at once can be used on the branded material to connect it to the logo.

					
#6BBD36	#F27331	#FFD330	#00B0B1	#009452	#75C9C8
RGB: 107, 189, 54	RGB: 242, 115, 49	RGB: 255, 211, 48	RGB: 7, 172, 177	RGB: 0, 148, 82	RGB: 117, 201, 200
CMYK: 62, 0, 94, 0	CMYK: 0, 65, 84, 0	CMYK: 0, 17, 85, 0	CMYK: 75, 5, 34, 0	CMYK: 83, 14, 84, 2	CMYK: 56, 0, 26, 0

Colours: Colour Coding

There are instances where the material may need to be colour coded (such as creating sections for each capability). When this is needed, use slightly darker or lighter variations of the Capability swatches so the capability squares can still be seen.



Colours: Other

Main Blue

The Main Blue swatch is used as CREATE's main colour. The vibrant blue complements the CREATE capability colours but doesn't overpower them.



#46C2D2

RGB: 70, 194, 210
CMYK: 65, 0, 20, 0



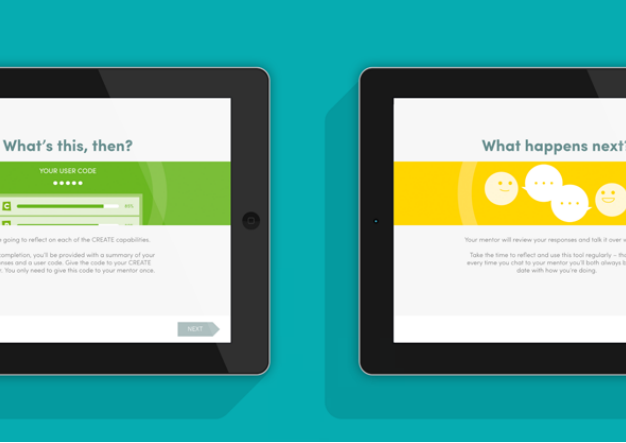
Slate Grey

Used for Headers when monochromatic layouts are needed. The Adapt swatch would be used for non-colour coded contexts. The Slate Grey has been used for the headers in the onboarding cards of the reflection tool where each card is in a monochromatic colour.



#698E8E

RGB: 105, 142, 142
CMYK: 61, 30, 39, 11



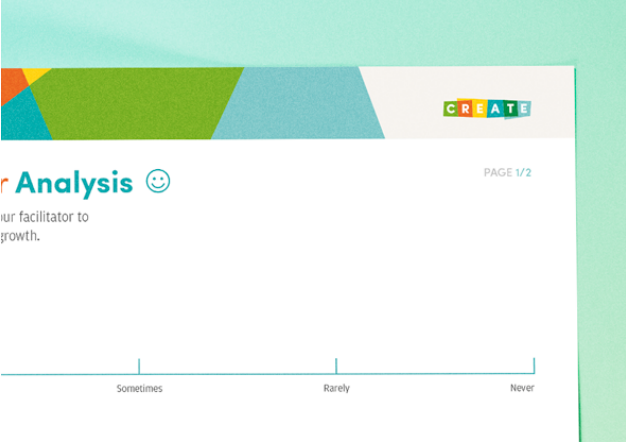
White Smoke

An alternative to putting the logo to solid white. Good for headers where it makes the logo pop from the body of the document.



#F7F7F7

RGB: 247, 247, 247
CMYK: 4, 3, 3, 0



Pale Turquoise

A softer alternative to the Main Blue. Good for backgrounds of illustrations or digital content.



#BDDFFA

RGB: 189, 223, 250
CMYK: 29, 4, 0, 0



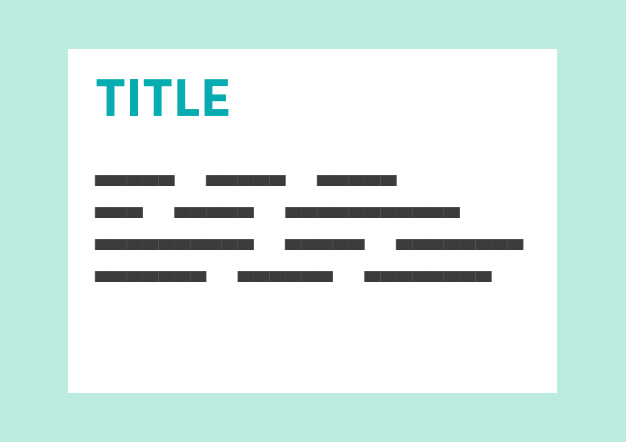
Dark Grey

Should be used for all body text. Black text on white background is generally considered to be too high a contrast and hard on the eyes. A very dark grey on white is easier to read.



#3C3C3B

RGB: 60, 60, 59
CMYK: 0, 0, 0, 90



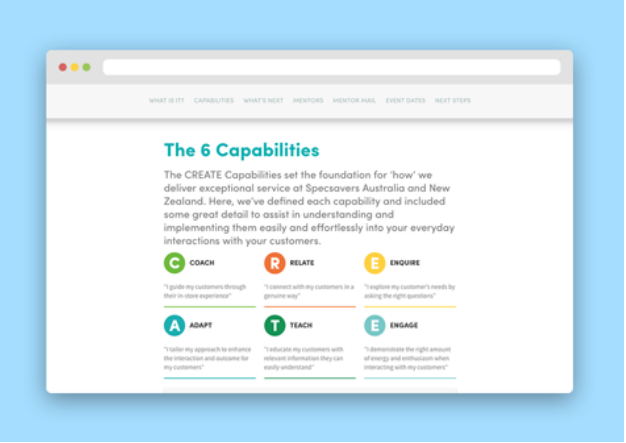
Semi Dark Grey

Good for subheaders that won't overpower the body text. For example: Semi Dark Grey is used on the create-experience website on the subheading and the capability descriptions and doesn't overpower the Capability subtitles.



#878786

RGB: 135, 135, 135
CMYK: 0, 0, 0, 60



Colours: Do's

✔ **DO:** Get Colourful
Use as many colours as you want but tie it back to the CREATE brand with a prominent use of either the Adapt swatch or the Main Blue swatch.



Colours: Don'ts

✗ **DON'T:** Overwhelm them
It is easy to overwhelm people when you use all the CREATE colours at once. Make sure hierarchy is maintained and colour is used tastefully.

Pictures below are two layout variations, the second option uses the same amount of colours but uses them more minimally.



Typography: Headlines

Sofia Pro

Ab 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is CREATE's primary headline typeface.


Use Sofia Pro's Bold typeface for main headings. It should also be used for subheadings on **printed** material.

Ab 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

Use Sofia Pro Regular for subheadings on **web** based media.

Headings should appear primary in the [Adapt Swatch](#) but can also appear in [Main Blue](#), Slate Grey or White.



Typography: Content

AmplitudeSpecsavers

Ab 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Seems familiar? The primary content typeface of the Specsaver's brand is also CREATE's primary content typeface.

Ab 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

AmplitudeSpecsavers Light should be used for body copy while the Demi variation should be used for emphasizing information.

Source Sans Pro*

Ab 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Source Sans Pro should be used for web as it appears better on screens.

These are the colours to be used for the body copy:



Typography: Quotes

Merriweather

“Today you are you! That is truer than true! There is no one alive who is you-er than you!”

– *Dr. Seuss*

Light

A delicate Merriweather Light can be used in Print and Powerpoint work for Quotes to make things fancy. Don't go overboard with it though!

Quotes should only appear in these swatches:



Typography: Hierarchy

H1 Page Titles

CREATE: The Mentor

H2 Subheadings

Don’t miss out!

H3 Subheadings

COACHING YOUR TEAM

Main Copy

The CREATE Program is the most impactful development program in Specsavers Australia and New Zealand’s history. The program is designed to equip you and your team with the skills and tools to consistently create exceptional customer experiences within your store, and as a result, grow your store’s performance.

Typography: Do's

✔ **DO:** Keep everything left aligned as much as possible
Type might have to be centre-aligned in some contexts but usually it should stay left aligned.

The **CREATE** Experience
Don't miss out!

✔ **DO:** Create hierarchy of information by mixing the Bold and Medium Sofia Pro font weights
As long as it's used consistently throughout the document it should be okay to use the two weights together.

CREATE: The
Customised Experience
Don't miss out!

✔ **DO:** Experiment with uppercase headings
Sometimes an uppercase heading is needed to demand more attention.

THE CREATE EXPERIENCE
Don't miss out!

✔ **DO:** Experiment with uppercase subheadings
Try it out! It might create a more striking contrast.

The CREATE Experience
HOW NOT TO MISS OUT
The CREATE Program is the most impactful development program in Specsavers Australia and New Zealand's history.

Typography: Don'ts

✗ DON'T: Mix different text alignments
This is a big design faux-pax and makes the content look fractured and forces the eye to jump around too much.

The CREATE Experience
Don't miss out!

✗ DON'T: Make everything grey
Grey on grey is not okay... And is not very CREATE either.

The CREATE Experience
Don't miss out!

✗ DON'T: Centre align paragraphs
Centered text is best used for headlines and short lines of text. However centre aligned paragraphs are difficult to read and ragged.

The CREATE Experience
Don't miss out!

The CREATE Program is the most impactful development program in Specsavers Australia and New Zealand's history. The program is designed to equip you and your team with the skills and tools to consistently create exceptional customer experiences in your store.

✗ DON'T: Use non-brand fonts like Soho Gothic
Soho Gothic is part of the Specsavers Main Brand, not CREATE.

The CREATE Experience
Don't miss out!

✗ **DON'T:** Use Merriweather as a heading

Merriweather is for emphasis text like quotes and should be used sparingly.

The CREATE Experience

Don't miss out!

✗ **DON'T:** Use Italic versions of Sofia Pro

It's related to a font that's part of the brand but not part of the brand itself; so don't use it!

The CREATE Experience

Don't miss out!

✗ **DON'T:** Make everything uppercase

All uppercase makes things look aggressive which is not what CREATE aims to be.

THE CREATE EXPERIENCE

DON'T MISS OUT!

✗ **DON'T:** Make the headers a colour that cannot be used as a header colour

If you need to colour code content, use white reversed text on a coloured background instead.

The CREATE Experience

Don't miss out!



Typography: Font Weights

Sofia Pro Light	
The CREATE Experience	✗ NO
Sofia Pro Regular	
The CREATE Experience	✓ YES
Sofia Pro Medium	
The CREATE Experience	SOMETIMES
Sofia Pro Semi Bold	
The CREATE Experience	✗ NO
Sofia Pro Bold	
The CREATE Experience	✓ YES
Sofia Pro Black	
The CREATE Experience	✗ NO

Approved Sofia Pro font weights
Stay away from thinner versions of the Sofia Pro font weights.

Merriweather Light	
The CREATE Experience	✓ YES
Merriweather Regular	
The CREATE Experience	SOMETIMES
Merriweather Bold	
The CREATE Experience	✗ NO
Merriweather Heavy	
The CREATE Experience	✗ NO

Approved Merriweather font weights
On the other hand, stay away from thicker versions of the merriweather font family.

Icons: Print & Web



Simple Line Icons
For **print** based material, CREATE uses the Simple Line Icons font.



Material Icons Font
For web based content, the Material Icons Font is usually more appropriate as it appears clearly at a range of sizes (especially smaller sizes in particular).

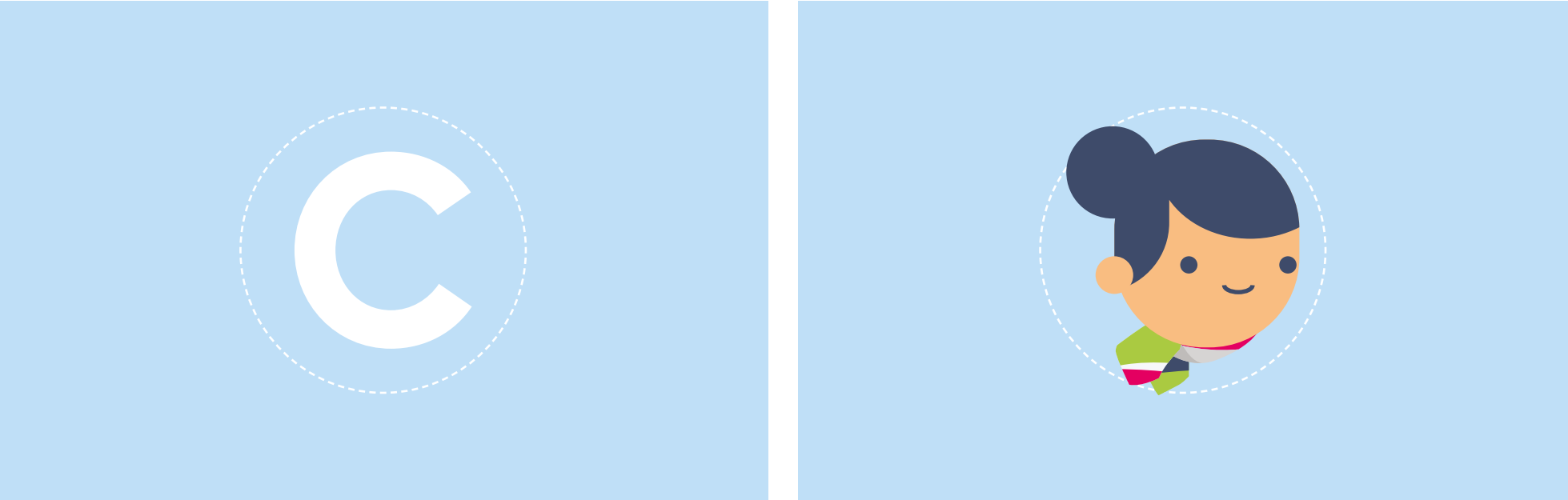


Glyph from the Simple Line Icons font

Vector icon from thenounproject.com with a matching style

Sourcing Other Icons
If an icon that is not a part of the Simple Line Icons font is needed, an icon with a matching style can be found on thenounproject.com, flaticon.com, or custom made. Just make sure the line weights match.

Characters: Introduction



Circle, circle, dot, dot...

The CREATE characters are based on the circular motif of the Geometric Sofia Pro font.

Note: No bodies on characters! The characters first appeared in the CREATE Explainer animation and did not have any bodies to make the animation easier. They don't know what it is like to have bodies and have not missed them ever since.



Characters: Existing



Female Team Member
Character that has been used across different CREATE materials. Usually the go-to mascot.

Male Team Member
Male equivalent of the female team member.

Mentor
Appears whenever a mentor character is needed.

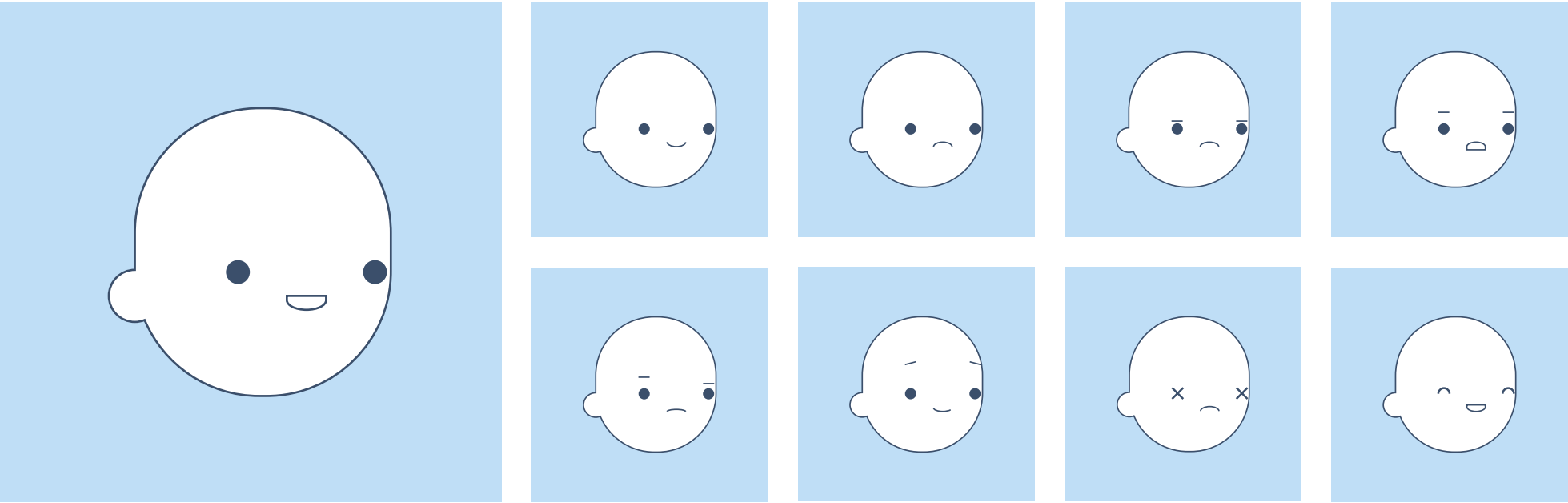
Generic Customer
Appeared in the CREATE explainer video.

Builder Customer
Appears in the CREATE explainer video to represent a customer with specific needs.

Elderly Lady Customer
Appears in the CREATE explainer video to represent a customer with specific needs.

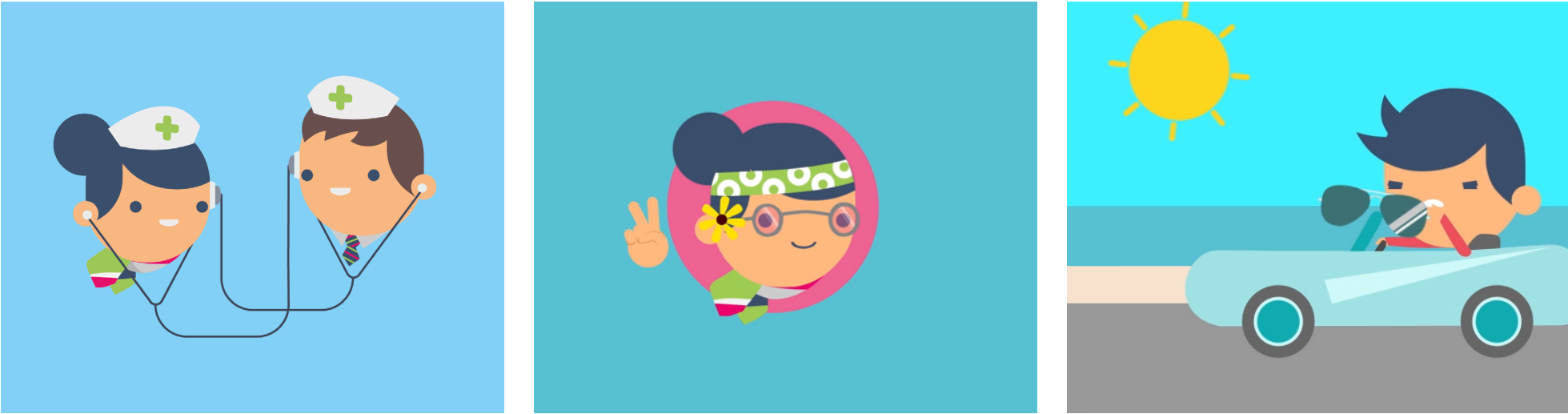
Other Customers
Generic customers that can appear anywhere that don't look like they have any specific needs or belong to any particular demographic.

Characters: Expressions



Keep it simple
The characters don't need to show how much detail they feel.

Characters: Gestures and Interacting with objects



No Body, No Problem
In most cases a body is not needed to express what the character is doing. However in the instances where a body is needed to communicate their actions, make it small and and only show what is necessary.

For example: In the CREATE Explainer, the customer had to be shown with a body so he could put his sunglasses on while driving the car. However only the most important things were shown (his arms) with minimal detail on them.

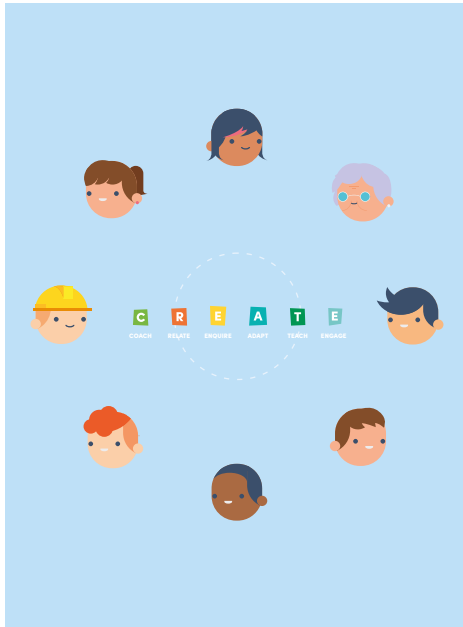
Character: Do's



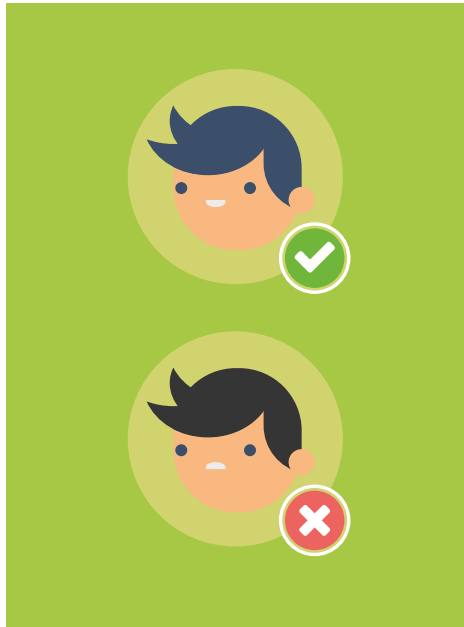
✓ **DO** customise existing characters to make new ones.



✓ **DO** use the characters to illustrate scenarios to support written content.



✓ **DO** create diversity with the characters such as different skin tones or suggested occupation or age groups.

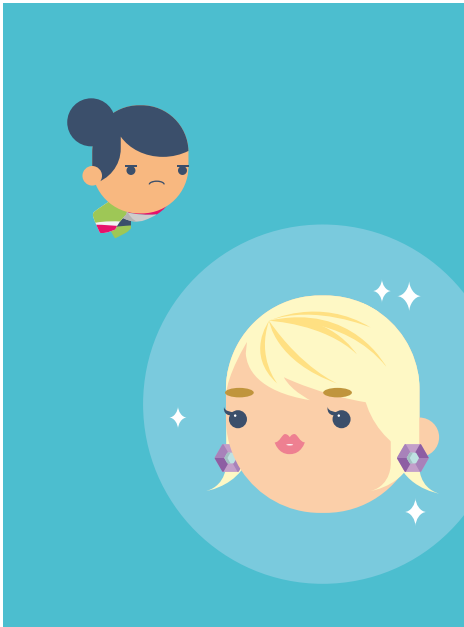


✓ **DO** use colours for the characters that complement the CREATE brand colours (eg. Use a dark blue instead of black if the character has black hair).

Characters: Don'ts



✗ **DON'T** turn established customers into team members and vice versa.



✗ **DON'T** add excessive detail on them.



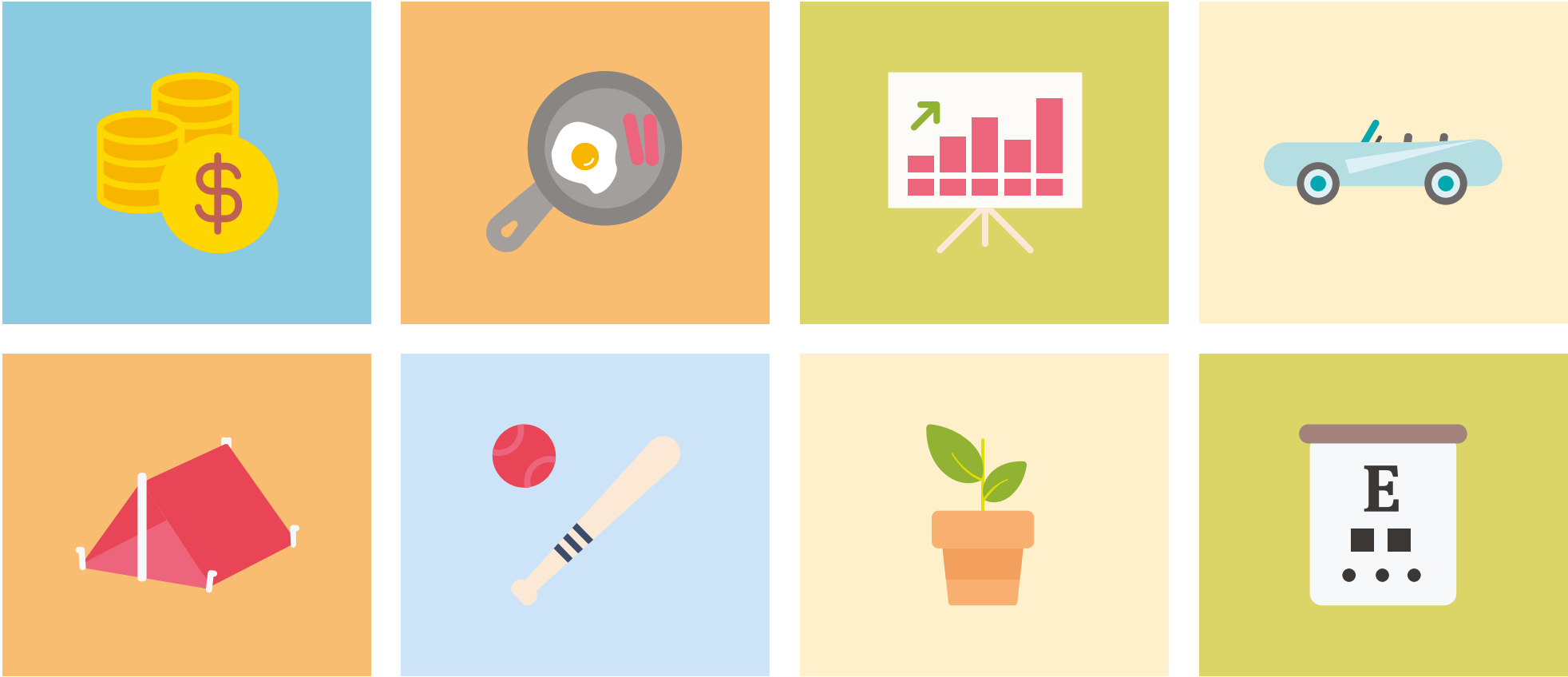
✗ **DON'T** give them speaking roles. They are to be used to support existing text.



✗ **DON'T** use different characters that do not have the same art style.

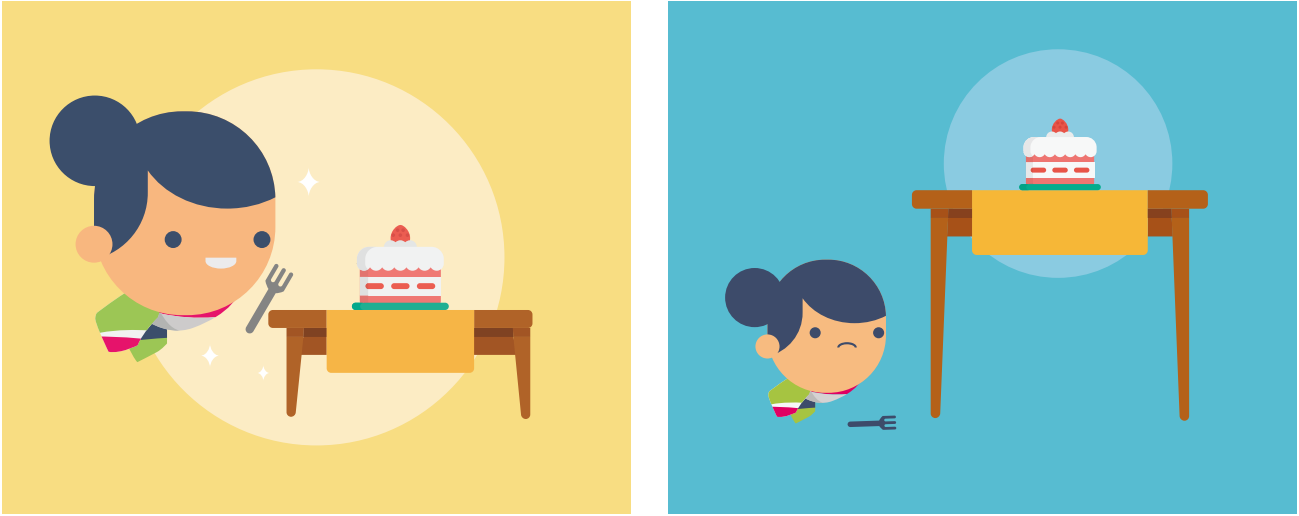
Other Illustrations: Style

Less is more
The CREATE illustrations are to be kept simple with minimal detail. They should also have a small but vibrant colour palette.



Other Illustrations: Best Practice

✔ Try to keep all props in proportion to the characters
This is to create consistency in the art style. A good way of doing this is to imagine if the characters will be able to use them without looking out of place.

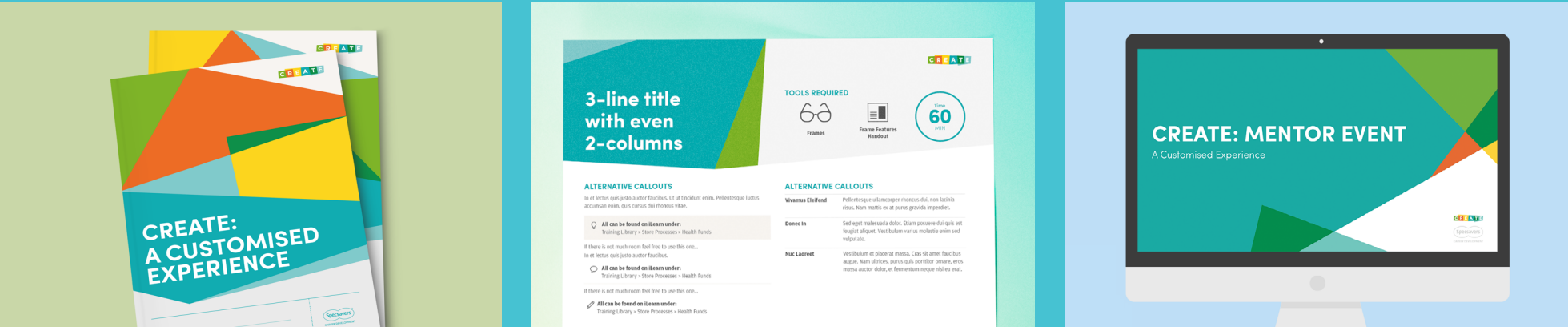


✔ Adapt with the limitations
Illustrations might call for various limitations (such as a monochromatic colour palette). If this calls, find other ways to tie it into the brand (such as the rounded corners uses here).

Geometric Shapes

The most prominent feature of the CREATE branding is the geometric shapes. There are two different variations.

VARIATION 01



VARIATION 02



Geometric Shapes: Colour Blending

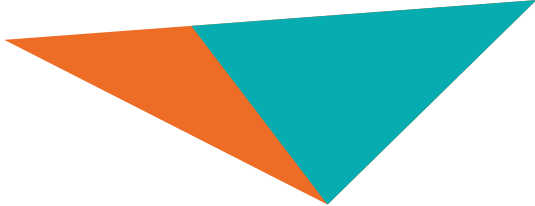
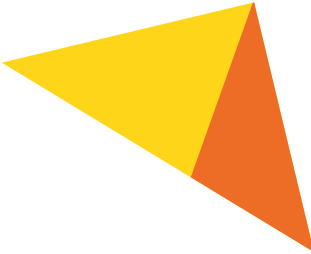
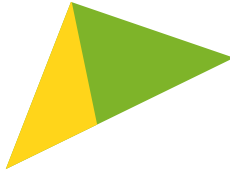
Putting them together

(Capability) coloured shapes are overlapped with each other, introducing new Capability colours into the artwork. This is one way of making sure all the colours fit together without looking eclectic.



Geometric Shapes: Kites

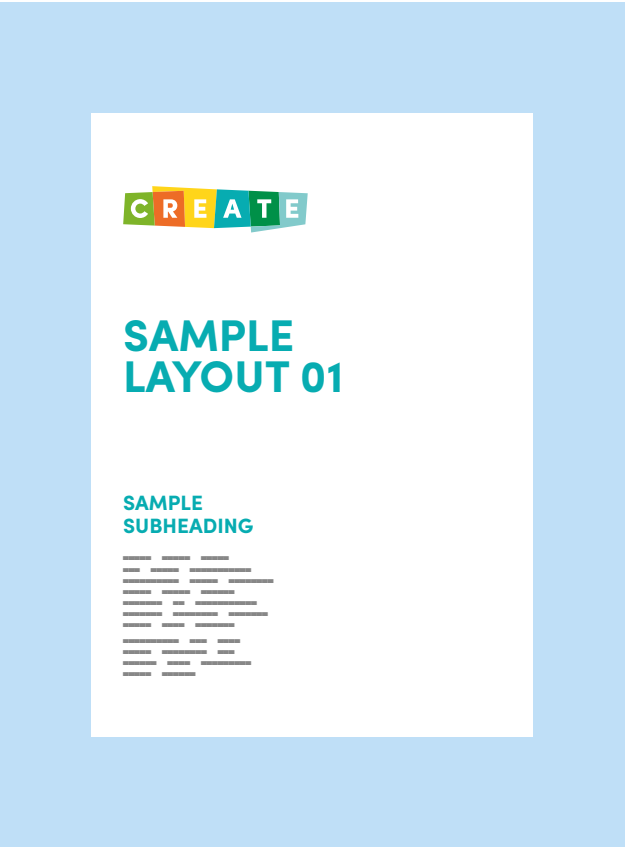
Using the Kite Shapes are a way of efficiently aligning material to the brand. The shapes can be quickly generated or copied from existing material to quickly mock up a dynamic composition.



Geometric Shapes: Variation 01

STEP 1

The first step is to decide on the positioning on everything you'll need in the layout.



STEP 2

Choose your base colour which would usually be blue. The geometric motif can be applied to "point" to the body copy to direct the viewer's eye from the title to the main copy.



STEP 3

At the moment the logo is blending into the background and is hard to see. Make it stand out by cutting across the blue polygon with a grey.



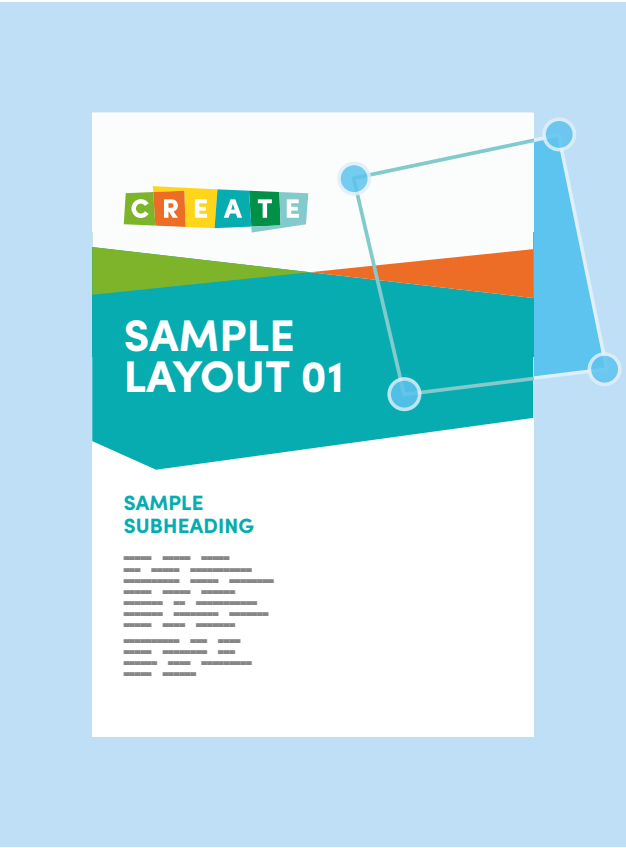
STEP 4

Cut across the layout again and fill in the areas in between the diagonal cuts with the capability colours to start developing the CREATE feel.



STEP 5

As well as cutting across the layout, you can add some of the capability squares.



STEP 6

Fill in the areas created by the squares with the capability colours just like you did with the diagonal cuts.



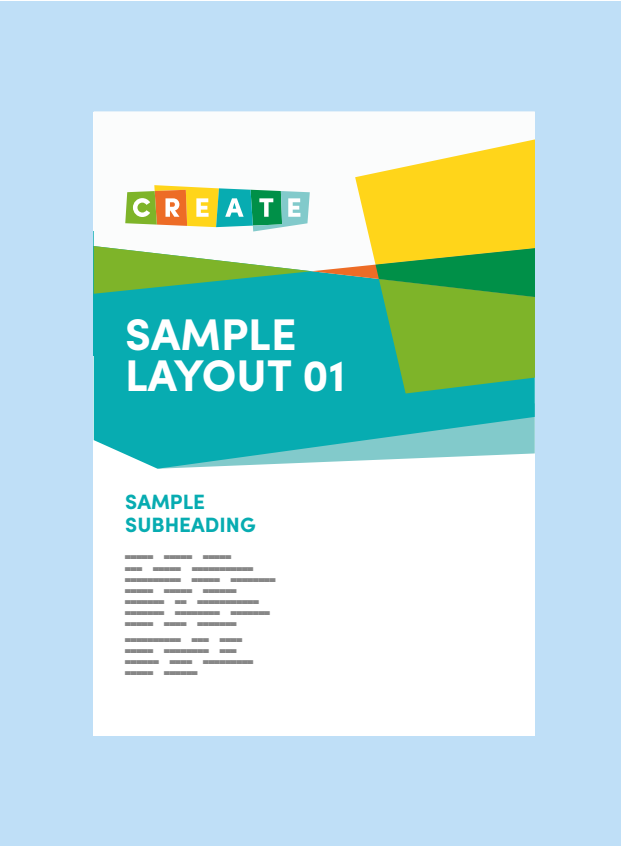
STEP 7

Balance out the layout by adding some extra lines and then fill them in with the capability colours as usual.



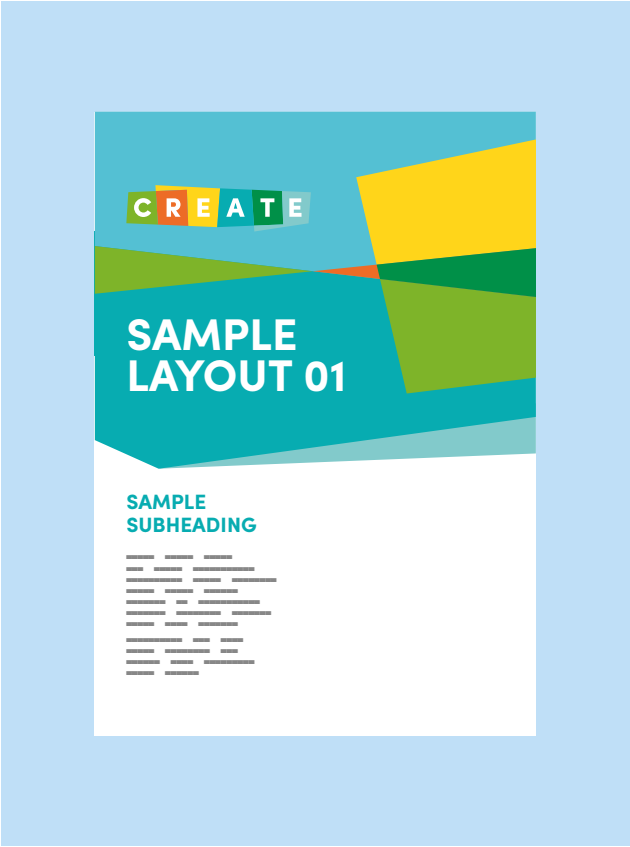
STEP 8

Experiment by switching the colours around until you find a layout that you like.



STEP 9

In this example, I have switched out the White Smoke at the top for a Main Blue because I thought the white space at the top was distracting the eye from the white space at the bottom. This isn't always needed, but use your best judgement.



Geometric Shapes: Variation 02

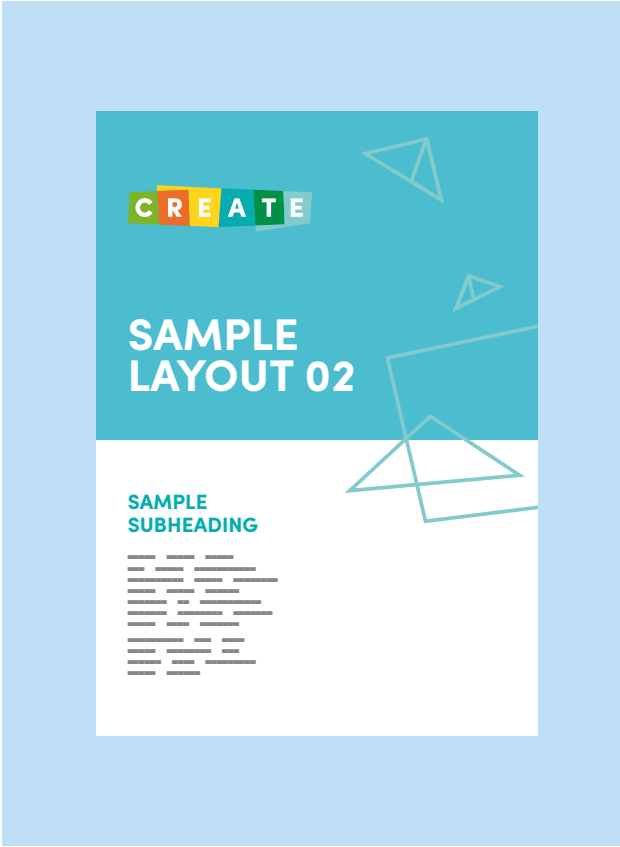
STEP 1

In this example we will start with the same layout.



STEP 2

Fill the top half with the Main Blue colour swatch and lay out some of the "kite" graphics around the text.



STEP 3

Fill in the kite graphics with the capability colours. In this example I have used the Enquire yellow in all of the shapes to tie the composition together.



So that's CREATE, we hope this has given you an idea of what we aim for with our brand communication

This guide is meant to empower you; not restrict you. The brand is quite flexible and this is just a reference on how to keep any new material simple yet cohesive. When designing make sure you remember these steps:



Keep it consistent

Consistency is important across any branding. This guide is meant to highlight the key essence of the brand.



Keep it dynamic

The CREATE brand has its own personality and strives to differentiate itself from typical corporate design.



Use common sense

The brand guide is just a reference. The needs of the CREATE brand are ever evolving and a guide cannot possibly keep up with them. Use your own judgement with what looks best.

Have any questions? Feel free to ask!

Roxanne Burchell, Junior Digital Designer | Training and Development
Email roxanne.burchell@specsavers.com

“I strive for two things in design: simplicity and clarity. Great design is born of those two things.”

– Lindon Leader