



Kellogg's breakfastware[™] Breakfast Lifestyle

Kellogg's breakfastware™ understands consumers eat breakfast
AtHome, OnTheGo or AtTheOffice and aims to provide consumers with
Information, Education, Products and Services, to help themselves to a Healthy Start to the day to Start Good. Feel Good.







AtHome

33% of people eat breakfast at home.

AtTheOffice

33% of people eat breakfast at the office.

OnTheGo

33% of people eat breakfast on the go.



Kellogg's breakfastware[™] Brand Rules

When designing for any aspect of the **Kellogg's** breakfast**ware**[™] brand please ensure that you sign off on all 5 brand rules.



Breakfast Related Products MUST be directly related to breakfast and breakfast lifestyle.



Focus on Health
Products MUST talk to
health. Where possible
this should be integrated
into product design,
functionality, packaging
and marketing.



Innovate for

Products MUST incorporate some level of innovation and newness in their design and functionality for modern day convenience.



Keep It Authentic Products MUST be authentic in pure functionality. Simplicity and convenience are key. Functionality is king.



Retro + Modern

Products must maintain
a retro-modern fusion in
look+feel and styling.
Materials, form, color,
mood and function to be
informed by this.

Fusion of



Kellogg's breakfastware[™] Textile Brand Rules

The Design Direction for **Kellogg's** breakfastware[™] textiles is a harmonious fusion of retro and modern, evoking memories of yesteryear.

Authenticity, utility and pure functionality of a farmer mood.

Retro inspired classic shapes, embracing old fashioned country simplicity, evoking a sense of history and soul. Hand crafted detail, embroidered labelling, hand knitted cup warmers and cosies create a Feel Good sensory experience.

Innovation and modern functionality, to reinterpret retro classics and bring it to modern form by eliminating or enhancing particular design details or by reinterpreting materials, details and finishes to make them practical for today's consumers.

Health informs product groupings and wellbeing affirmations.



Mood











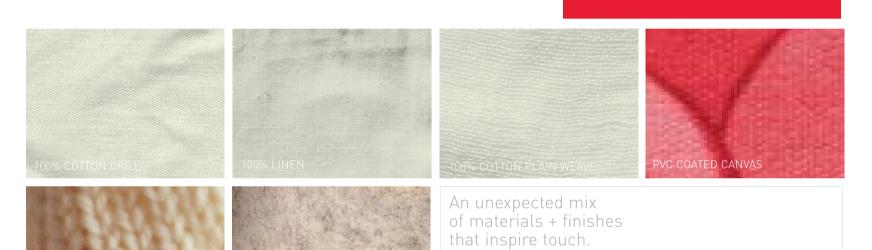


Modern farmer mood Purity Authenticity Simplicity

A Good Morning



Materials





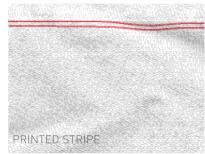
WOOL KNIT

Details

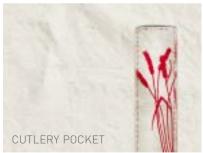












An eclectic combination of patterns and plains, archive graphics and retro type, vintage stripes and print borders.



Three different label options to be used on textile products.

Labels







BREAKFASTWARE BANNER LABEL



KELLOGGS RED LABEL SIDE TAB



Color

WHITE CO MO YO KO PALE CREAM
MATERIAL C2 M3 Y8 K0

BRIGHT RED PANTONE 199C CO M100 Y62 KO



Graphic Application

The Graphic Direction for **Kellogg's** breakfast**ware**[™] textiles is a harmonious fusion of retro and modern inspired by the Feel Good simplicity of a farmer mood.

01

Graphics speak for themselves with a sensitivity to placement, to create a sense of negative space that balances graphic density throughout the range.

02

Graphics are uncomplicated and never over designed, with a purity and simplicity that represents the brand.

03

Graphics are used where appropriate to enhance the form and functionality of product.

04

Graphics are used to create a warm Feel Good morning mood and evoke a sense of nostalgia.

05

Graphics are used with scale only where appropriate.







This graphic direction combines an iconic **Kellogg's** morning rooster, a bold retro triple and single stripe, a rooster stripe and Good Morning phrases from the **Kellogg's** Archive.

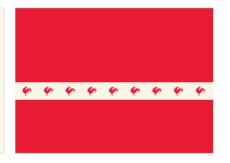
A Feel Good mood inspired by farmer simplicity. Wake Up well with **Kellogg's**.

Graphic Direction 01AGraphic Elements





GOOD MORNING





Graphic Direction 01ARooster Icons



ROOSTER 001.tif

A detailed illustrative version of the rooster icon.

Background color represents material color on

which the artwork will be placed.



ROOSTER 001 REVERSE.tif

A detailed illustrative version of the rooster icon for reversed out applications.

Background color represents material color on which the artwork will be placed.



ROOSTER ICON 001.tif

A simplified version of the rooster icon to be used for small scale applications where detail may be lost.

Background color represents material color or which the artwork will be placed.



ROOSTER ICON 001 REVERSE.tif

A simplified version of the rooster icon to be used for small scale reversed out applications where detail may be lost.



Graphic Direction 01ARooster Repeat



ROOSTER PRINT 001.tif

An allover repeat rooster print.

Background color represents material color on which the artwork will be placed.

SCALE 1:3



ROOSTER PRINT 001 REVERSE.tif

An allover repeat rooster print for reversed out applications.

Background color represents material color on which the artwork will be placed.

SCALE 1:



ROOSTER PRINT 002.tif

An allover repeat rooster print.

Background color represents material color or which the artwork will be placed.

SCALE I:I



ROOSTER PRINT 002 REVERSE.tif

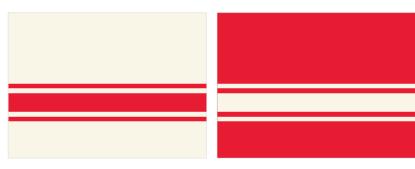
An allover repeat rooster print for reversed out applications.

Background color represents material color on which the artwork will be placed.

CALE 1:1



Graphic Direction 01ARetro Stripes



RETRO STRIPE 002.eps

Triple red stripe.

Background color represents material color on which the artwork will be placed.

RETRO STRIPE 002 REVERSE.eps

Triple cream stripe.



Graphic Direction 01ARooster Stripes



ROOSTER STRIPE 001.tif

Single red stripe with simplified rooster repeat. Must retain these proportions for scaled applications.

Background color represents material color on which the artwork will be placed.



ROOSTER STRIPE 001 REVERSE.tif

Single cream stripe with simplified rooster repeat. Must retain these proportions for scaled applications.

Background color represents material color on which the artwork will be placed.



ROOSTER STRIPE 002.tif

Triple red stripe with simplified rooster repeat. Must retain these proportions for scaled applications.

Background color represents material color on which the artwork will be placed.



ROOSTER STRIPE 002 REVERSE.tif

Triple cream stripe with simplified rooster repeat. Must retain these proportions for scaled applications.



Graphic Direction 01AGood Morning Archive Phrases

THE BEST TO YOU EACH MORNING™

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

THE BEST TO YOU 001.eps

GOOD MORNING 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

GOOD MORNING

MORNING - LETS FACE IT TOGETHER™

MORNING 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words...

IT'S GONNA BE A GREAT DAY™

GREAT DAY 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.



Graphic Direction 01AGood Morning Archive Phrases



THE BEST TO YOU 002.eps

Single graphic element must be shown in its entirety. Must retain alignment of the phrase and rooster, and never separate, distort or change the composition.



GOOD MORNING 002.tif

Single graphic element must be shown in its entirety. Must retain alignment of the phrase and rooster, and never separate, distort or change the composition.



MORNING 002.tif

Single graphic element must be shown in its entirety. Must retain alignment of the phrase and rooster, and never separate, distort or change the composition.



GREAT DAY 002.tif

Single graphic element must be shown in its entirety. Must retain alignment of the phrase and rooster, and never separate, distort or change the composition.



Graphic Direction 01AKey details and SKU Application

Table cloth
Placemat
Napkin
Coaster
Cutlery storage wrap

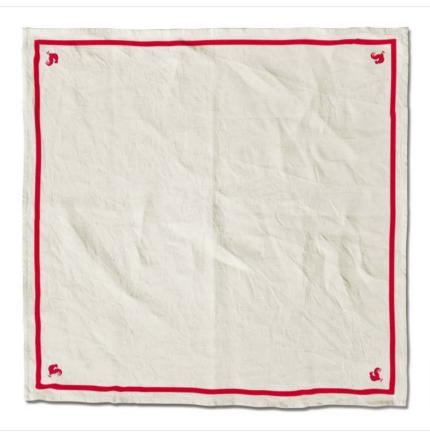






Printed rooster tape



























This graphic direction combines an iconic **Kellogg's** wheat icon, a bold retro stripe and Health phrases from the **Kellogg's** Archive.

A Feel Good mood inspired by farmer simplicity. Wake Up well with **Kellogg's**.

Graphic Direction 01BGraphic Elements





Graphic Direction 01B Wheat Icons



WHEAT 001.tif

A vertical version of the wheat icon.

Background color represents material color on which the artwork will be placed.



WHEAT 001 REVERSE.tif

A vertical version of the wheat icon for reversed out applications.

Background color represents material color on which the artwork will be placed.



WHEAT REPEAT 002.tif

A repeat of the wheat icon to be used for allover treatment applications.

Background color represents material color on which the artwork will be placed.

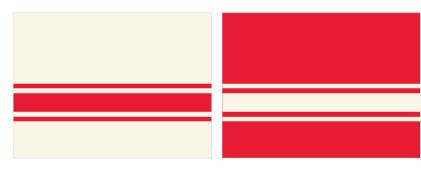


WHEAT REPEAT 002 REVERSE.tif

A repeat of the wheat icon to be used for allover treatment applications.



Graphic Direction 01B Retro Stripes



RETRO STRIPE 002.eps

Triple red stripe.

Background color represents material color on which the artwork will be placed.

RETRO STRIPE 002 REVERSE.eps

Triple cream stripe.



Graphic Direction 01B Archive Phrases

HELP YOURSELF TO HEALTH™

A GOOD START IN THE MORNING™

GOOD... AND GOOD FOR YOU™

START GOOD. FEEL GOOD™

HELP YOURSELF TO HEALTH 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

GOOD START 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

GOOD FOR YOU 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words..

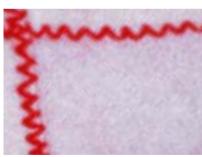
START GOOD FEEL GOOD 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.



Graphic Direction 01BKey details and SKU Application

Table cloth
Placemat
Napkin
Coaster
Cutlery storage wrap







Printed cutlery pocket



Printed stitched tape





























This graphic direction celebrates the richness of the **Kellogg's** Archive by showcasing retro script as a bold dynamic graphic. These graphics can be either oversized and cropped or small and centred on product. A retro mood inspired by archive script.

Graphic Direction 02Graphic Elements

ungth



Graphic Direction 02Archive Script Oversize



DELICIOUS 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



DELICIOUS 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



EAT 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic.

Application reference page 29.

Background color represents material color of which the artwork will be placed.



EAT 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.



Graphic Direction 02Archive Script Oversize



HUNGRY 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



HUNGRY 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



ENJOY 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic.

Application reference page 29.

Background color represents material color of which the artwork will be placed.



ENJOY 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.



Graphic Direction 02Archive Script Oversize



FRESH 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed..



FRESH 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.

Background color represents material color on which the artwork will be placed.



FLAVOR 001.eps

This element to be used oversized and cropped to create a bold, abstract graphic.

Application reference page 29.

Background color represents material color of which the artwork will be placed.



FLAVOR 001 REVERSE.eps

This element to be used oversized and cropped to create a bold, abstract graphic. Application reference page 29.



Single graphic element must be shown in its entirety. To be used as a small isolated graphic with negative space. Must retain the angle wherever possible, and never be

Background color represents material color on which the artwork will be placed.

Graphic Direction 02 Archive Script Small

FRESH 002.eps



ENJOY 002 REVERSE.eps

ENJOY 002.eps





FLAVOR 002.eps



DELICIOUS 002.eps



FLAVOR 002 REVERSE.eps





HUNGRY 002.eps





HUNGRY 002 REVERSE.eps



EAT 002 REVERSE.eps



Graphic Direction 02 Archive Script Small



ENJOY A BOWL 001.eps

Single graphic element must be used as a small isolated graphic with negative space. Must retain the angle wherever possible, and never be cropped or distorted.

Background color represents material color on which the artwork will be placed.



ENJOY A BOWL 001 REVERSE.eps

Single graphic element must be used as a small isolated graphic with negative space. Must retain the angle wherever possible, and never be cropped or distorted.

Background color represents material color or which the artwork will be placed.



FLAVOR DOES IT 001.eps

Single graphic element must be used as a small isolated graphic with negative space. Must retain the angle wherever possible, and never be cropped or distorted.

Background color represents material color on which the artwork will be placed.



FLAVOR DOES IT 001 REVERSE.eps

Single graphic element must be used as a small isolated graphic with negative space. Must retain the angle wherever possible, and never be cropped or distorted.



Graphic Direction 02 Retro Stripe



RETRO STRIPE 001.eps

Single red stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 001 REVERSE.eps

Single cream stripe.



Graphic Direction 02Key details and SKU Application

Table cloth
Placemat
Napkin
Coaster
Cutlery storage wrap







Oversized print



Embroiderv























feature felt story









This graphic direction showcases the beauty of the **Kellogg's** Archive, it's images and language. The hero archive shots convey a sense of health and freshness and are supported by retro graphics that are derived directly from the images themselves.

Graphic Direction 03Graphic Elements

A retro mood injected with a Feel Good approach to health. Everybody loves **Kellogg's**.







EVERYBODY LOVES Kelloggis



Graphic Direction 03Archive Images + Elements



IT PEPS YOU UP 001.eps

Genuine Kellogg's Archive image must be shown true to original and must never be recolored or distorted.

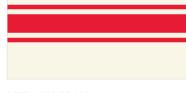
Background color must always be cream and represents material color on which the artwork will be placed.



WHATS INSIDE 002.eps

Genuine Kellogg's Archive image must be shown true to original and must never be recolored or distorted.

Image may be used oversized and cropped where appropriate.



RETRO STRIPE 002.eps

Triple red stripe.

Background color represents material color on which the artwork will be placed.



Graphic Direction 03Archive Phrases

THE BEST WAY TO START THE DAY™

IT'S GOING TO BE A GREAT DAY!™

HELP YOURSELF TO HEALTH™

EVERYBODY LOVES Kelloggis

BEST WAY 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

GREAT DAY 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

HELP YOURSELF TO HEALTH 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.

EVERYBODY LOVES KELLOGGS 001.eps

Single graphic element must be shown in its entirety. Must always be run on one line and never be cropped, distorted or applied as separate words.



Graphic Direction 03Key details and SKU Application

Table cloth
Placemat
Napkin
Coaster
Cutlery storage wrap







Printed stitched tape



Print applique with zig-zag























feature felt story











Graphic Direction 03Key details and SKU Application

Placemat Coaster Heat Mat







Straight stitch applique



Zig-zag stitch applique







This direction fuses the simplicity of the **Kellogg's** logo and a retro stripe to create a restrained graphic story. These elements combined with the BREAKFASTWARE™ logo give a simple feel to tableware textiles.

Graphic Direction 04Graphic Elements





breakfastware™



Single graphic element must be shown in its entirety.

To be used as a small isolated graphic with negative space.

Must retain the angle wherever possible, and never be cropped or distorted.

Background color represents material color on which the artwork will be placed.

Graphic Direction 04 Kellogg's Logos



KELLOGGS 001.eps

Genuine Kellogg's logo must be shown in its entiriety. To be used as a small isolated graphic with negative space. Must never be cropped or distorted.

Background color represents material color on which the artwork will be placed.



KELLOGGS 001 REVERSE.eps

Genuine Kellogg's logo must be shown in its entiriety. To be used as a small isolated graphic with negative space. Must never be cropped or distorted.

Background color represents material color on which the artwork will be placed.

breakfast**ware**™

BREAKFASTWARE 001.eps

Kelloggs BREAKFASTWARE™ logo must be shown in its entiriety. To be used as a small isolated graphic with negative space. Must never be cropped or distorted.

Background color represents material color on which the artwork will be placed.

breakfast**ware**™

BREAKFASTWARE 001 REVERSE.eps

Kelloggs BREAKFASTWARE™ logo must be shown in its entiriety. To be used as a small isolated graphic with negative space. Must never be cropped or distorted.

Background color represents material color on which the artwork will be placed.



Graphic Direction 04Retro Stripe



RETRO STRIPE 001.eps

Single red stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 001 REVERSE.eps

Single cream stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 002.eps

Triple red stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 002 REVERSE.eps

Triple cream stripe.

Background color represents material color on which the artwork will be placed.



Graphic Direction 04Key details and SKU Application

Table cloth
Placemat
Napkin
Coaster
Cutlery storage wrap







Printed stitched tape



Embroidery







feature wool story









Graphic Direction 04Key details and SKU Application

Beaker warmer Teapot warmer Egg hat Cutlery storage wrap













Mood













Modern farmer mood Purity Authenticity Simplicity



Materials









Made for everyday use, the materials are basic and practical.
Fresh laundered cottons and crisp linens remind us of a time gone by.
Heavy duty drill and easy wipe canvas have the ability to perform.



Details









An eclectic combination of patterns and plains, archive graphics and retro type, vintage stripes and print borders.

Retro details and finishes for a Feel Good start to the morning.



Three different label options to be used on textile products.

Labels







BREAKFAST**WARE™** BANNER LABEL



KELLOGG'S RED LABEL SIDE TAB



Embroidery





breakfastware[™]

breakfast**ware**™

KELLOGG'S LOGO EMBROIDERY

KELLOGG'S LOGO EMBROIDERY REVERSED

BREAKFASTWARE™ LOGO EMBROIDERY

BREAKFASTWARE™ LOGO EMBROIDERY REVERSED



Color

WHITE CO MO YO KO PALE CREAM
MATERIAL C2 M3 Y8 K0

BRIGHT RED PANTONE 199C CO M100 Y62 KO



Graphic Application

The Graphic Direction for **Kellogg's** breakfast**ware**[™] kitchen textiles is a harmonious fusion of retro and modern inspired by the Feel Good simplicity of a farmer mood. A combination of two main graphic directions with retro stripe details creates an eclectic mix of patterns, prints and plains.

or

01A

This graphic direction showcases the beauty of the **Kellogg's** Archive in an eclectic combination of original artwork, dynamic montages and contrasting monotone graphics. Artwork from this section can be combined with elements from Graphic Direction **02**.

01B

This graphic direction is derived from the **Kellogg's** Archive and combines retro scripts, a signature wheat graphic and an iconic **Kellogg's** morning rooster. Artwork from this section can be combined with elements from Graphic Direction **02**.

02

This graphic direction is a secondary application to be used in conjunction with either Graphic Direction **01A** or **01B**. It is comprised of a palette of retro inspired stripes; a strong single stripe, bold retro triple stripe and a fine ticking stripe to compliment hero archive graphics.





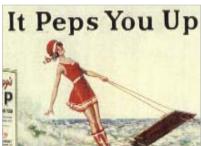


This graphic direction showcases the beauty of the **Kellogg's** Archive in an eclectic combination of original artwork, dynamic montages and contrasting monotone graphics.

Wake Up well with Kellogg's.

Graphic Direction 01AGraphic Elements









Graphic Group 01A Kellogg's Archive



WHATS INSIDE 002.tif

Genuine Kellogg's Archive image must be shown true to original and must never be recolored or distorted.

Image may be used oversized and cropped where appropriate.



IT PEPS YOU UP 001.tif

Genuine Kellogg's Archive image must be shown true to original and must never be recolored or distorted.

Background color must always be cream and represents material color on which the artwork will be placed.



FOR FRESHNESS 001.tif

Genuine Kellogg's Archive image must be shown true to original and must never be recolored or distorted.

Background color must always be **Kellogg's** red and represents material color on which the artwork will be placed.





Original Kellogg's Archive artwork

Graphic Group 01A Kellogg's Archive Graphics



WHATS INSIDE 003.eps

This contrast archive element to be used oversized and cropped to create a bold, abstract graphic.

Background color represents material color on which the artwork will be placed.



WHATS INSIDE 003 REVERSE.eps

This contrast archive element to be used oversized and cropped to create a bold, abstract graphic.

Background color represents material color on which the artwork will be placed.



WHATS INSIDE 004.eps

This contrast archive montage to be applied as an allover graphic.

Background color represents material color on which the artwork will be placed.



WHATS INSIDE 004 REVERSE.eps

This contrast archive montage to be applied as an allover graphic.

Background color represents material color on which the artwork will be placed.





Original Kellogg's Archive artwork

Graphic Direction 01A Kellogg's Archive Graphics



IT PEPS YOU UP 002.tif

Genuine Kellogg's Archive image as repeat montage must never be recolored or distorted and always to be applied as an allover graphic.

Background color must always be cream and represents material color on which the artwork will be placed.



IT PEPS YOU UP 003.tif

A simplified version of the genuine **Kellogg's** Archive image must never be recolored or distorted

Background color must always be cream and represents material color on which the artwork will be placed.



IT PEPS YOU UP 004.tif

Graphic element derived from original Kellogg's Archive image to be used as a border repeat or isolated graphic detail.



IT PEPS YOU UP 005.tif

Graphic element derived from original Kellogg's Archive image to be used as a border repeat or isolated graphic detail.





Original Kellogg's Archive artwork

Graphic Direction 01A Kellogg's Archive Graphics



FOR FRESHNESS 003.eps

This contrast graphic element to be used oversized and cropped to create a bold, abstract graphic.

Background color represents material color on which the artwork will be placed.



FOR FRESHNESS 003 REVERSE.eps

This contrast graphic element to be used oversized and cropped to create a bold, abstract graphic.

Background color represents material color or which the artwork will be placed.



FOR FRESHNESS 004.eps

This contrast archive montage to be applied as an allover graphic.

Background color represents material color or which the artwork will be placed.



FOR FRESHNESS 004 REVERSE.eps

This contrast archive montage to be applied as an allover graphic.

Background color represents material color on which the artwork will be placed.







This graphic direction is derived from the **Kellogg's** Archive and combines retro scripts, a signature wheat graphic and an iconic **Kellogg's** morning rooster.

A retro mood inspired by the **Kellogg's** Archive.

Graphic Direction 01BGraphic Elements









Single graphic element must be shown in its entirety. To be used as a small isolated graphic with negative space. Must retain the angle wherever possible, and never be

Background color represents material color on which the artwork will be placed.

Graphic Direction 01B Archive Script

FRESH 002.eps



ENJOY 002.eps



FRESH 002 REVERSE.eps



ENJOY 002 REVERSE.eps



FLAVOR 002.eps



DELICIOUS 002.eps



FLAVOR 002 REVERSE.eps





HUNGRY 002.eps





HUNGRY 002 REVERSE.eps



EAT 002 REVERSE.eps



Graphic Direction 01B Archive Script



WORD MONTAGE 001.eps

This retro word montage to be applied as an allover graphic.

Background color represents material color on which the artwork will be placed.



WORD MONTAGE 001 REVERSE.eps

This retro word montage to be applied as an allover graphic.



Graphic Direction 01B Wheat Icons



WHEAT 001.eps

A vertical version of the wheat icon.

Background color represents material color on which the artwork will be placed.



WHEAT 001 REVERSE.eps

A vertical version of the wheat icon for reversed out applications.

Background color represents material color on which the artwork will be placed.



WHEAT REPEAT 001.eps

A repeat of the wheat icon to be used for allover treatment applications.

Background color represents material color on which the artwork will be placed.



WHEAT REPEAT 001 REVERSE.eps

A repeat of the wheat icon to be used for allover treatment applications.



Graphic Direction 01BRooster Icons



ROOSTER 001.eps

A detailed illustrative version of the rooster icon.

Background color represents material color on which the artwork will be placed.



ROOSTER 001 REVERSE.eps

A detailed illustrative version of the rooster icon for reversed out applications.

Background color represents material color on which the artwork will be placed.



ROOSTER ICON 001.eps

A simplified version of the rooster icon to be used for small scale applications where detail may be lost.

Background color represents material color or which the artwork will be placed.



ROOSTER ICON 001 REVERSE.eps

A simplified version of the rooster icon to be used for small scale reversed out applications where detail may be lost.



Graphic Direction 01B Rooster Repeat



ROOSTER PRINT 001.eps

An allover repeat rooster print.

Background color represents material color on which the artwork will be placed.

SCALE 1:3



ROOSTER PRINT 001 REVERSE.eps

An allover repeat rooster print for reversed out applications.

Background color represents material color on which the artwork will be placed.

SCALE 1:



ROOSTER PRINT 002.eps

An allover repeat rooster print.

Background color represents material color on which the artwork will be placed.

SUALE I:I



ROOSTER PRINT 002 REVERSE.eps

An allover repeat rooster print for reversed out applications.

Background color represents material color on which the artwork will be placed.

CALE 1:1







This graphic direction is a secondary application to be used in conjunction with either Graphic Direction **01A** or **01B**. It is comprised of a palette of retro inspired stripes; a strong single stripe, bold retro triple stripe and a fine ticking stripe to compliment hero archive graphics.

Graphic Direction 02Graphic Elements

It can be used as allover prints and border details.





Graphic Direction 02 Retro Stripes



RETRO STRIPE 001.eps

Single red stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 001 REVERSE.eps

Single cream stripe.

Background color represents material color on which the artwork will be placed.



RETRO STRIPE 002.eps

Triple red stripe.

Background color represents material color on which the artwork will be placed.

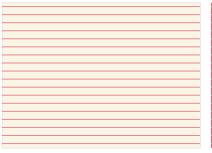


RETRO STRIPE 002 REVERSE.eps

Triple cream stripe.



Graphic Direction 02Retro Stripes





RETRO STRIPE 003.eps

Red ticking stripe.

Background color represents material color on which the artwork will be placed.

RETRO STRIPE 003 REVERSE.eps

Cream ticking stripe.



Graphic Direction 01BKey details and SKU Application

Skirt Apron Dress Apron Oven Mit Tea Towel Pot Holder Shopping Tote Bag Dispenser









Graphic Direction 01A + 02Graphic Application





Graphic Direction 01B + 02Graphic Application





Graphic Direction 01A + 02Graphic Application













Graphic Direction 01A or **01B + 02** Graphic Application

























