



春节快乐

HAPPY CHINESE NEW YEAR

GLOBAL CAMPAIGN  
GUIDELINES

10.12.19 . V.1

**ARI**  
AER RIANTA INTERNATIONAL

# CONTENTS

|                               |              |
|-------------------------------|--------------|
| <b>INTRODUCTION</b>           | <b>3</b>     |
| <b>CAMPAIGN RATIONALE</b>     | <b>4</b>     |
| <b>CREATIVE CONCEPT</b>       | <b>6</b>     |
| KEY VISUALS                   | 7-9          |
| PRINTING GUIDE & KEY ELEMENTS | 10-13        |
| LOCK-UP                       | 14           |
| TYPOGRAPHY                    | 15           |
| COLOUR WAYS & PRODUCT LOCK UP | 16-17        |
| PRODUCT SHADOWS               | 18           |
| CAMPAIGN HEADLINES            | 19           |
| ADDITIONAL HEADLINES          | 20           |
| THE RAT                       | 21           |
| THE LOOP LOCK UP              | 22           |
| THE LOOP NEW ZEALAND LOCK UP  | 23           |
| LANDSCAPE KEY VISUALS         | 24-27        |
| MULTIPLE PRODUCT POS          | 28           |
| <b>EXAMPLES INSITU</b>        | <b>29-35</b> |



## Chinese New Year is the most important Chinese holiday in the calendar.

The Spring Festival, symbolises new beginnings and fresh starts and is celebrated by Chinese people all over the world. Family reunion is an important part of Chinese New Year, this is a key time for travel as loved ones return home to commemorate with friends and family. Colour plays a significant role – red is associated with good fortune & happiness and gold with wealth & richness.

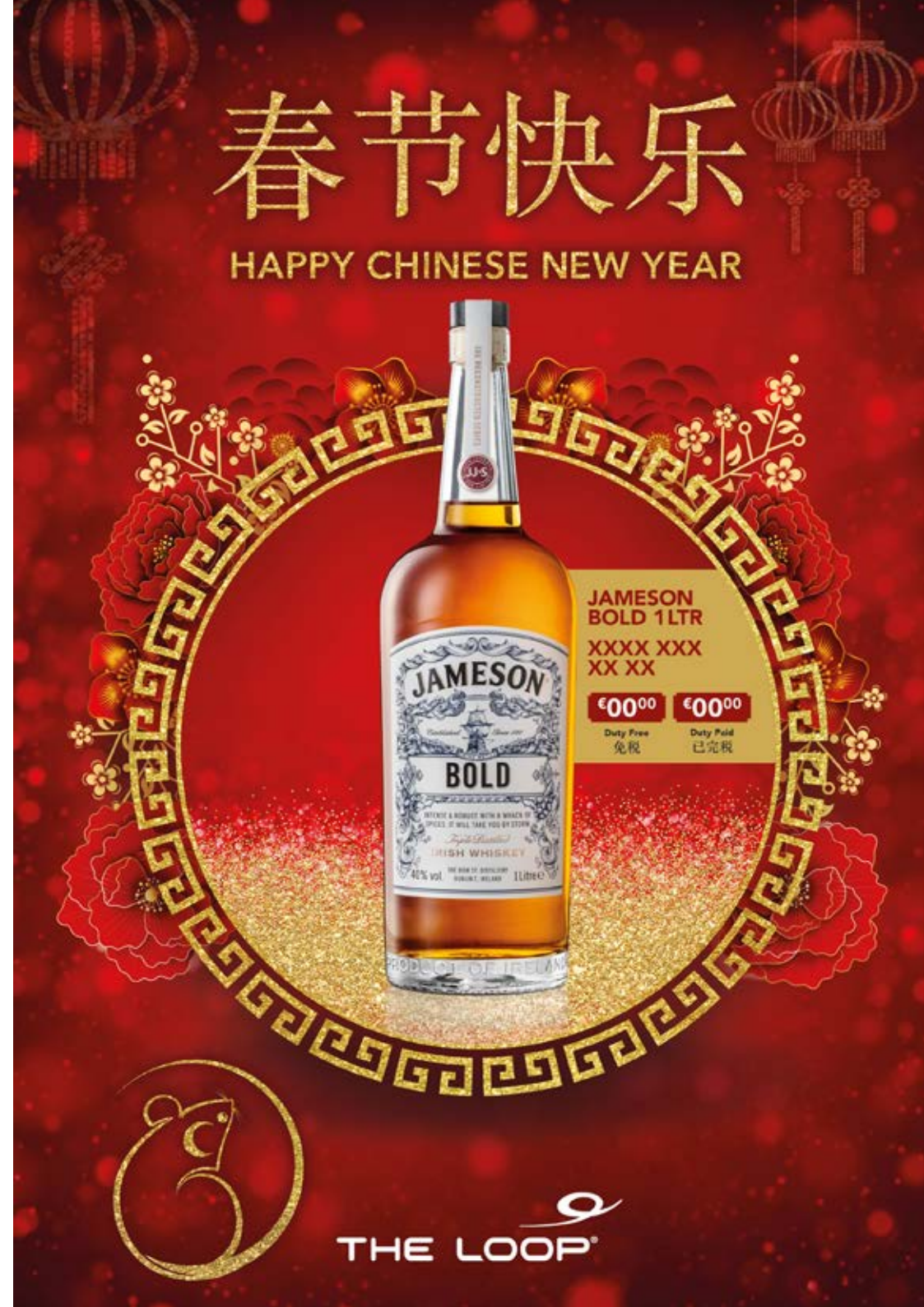


# CAMPAIGN RATIONALE

**THE CREATIVE CONCEPT INCORPORATES THE KEY COLOURS ASSOCIATED WITH CHINESE NEW YEAR.**

The Key visual brings together traditional Chinese elements, lanterns, floral pattern and the gold ring. The design, incorporates a gold rat at the base which pays tribute to the upcoming year of the rat.

These guidelines are a toolkit to develop artwork in your location and role out the creative elements.





# CREATIVE CONCEPT

## KEY VISUALS - Generic

We have two clearly defined key visuals, the first in the rich red for good fortune and happiness and the second which depicts wealth and richness.

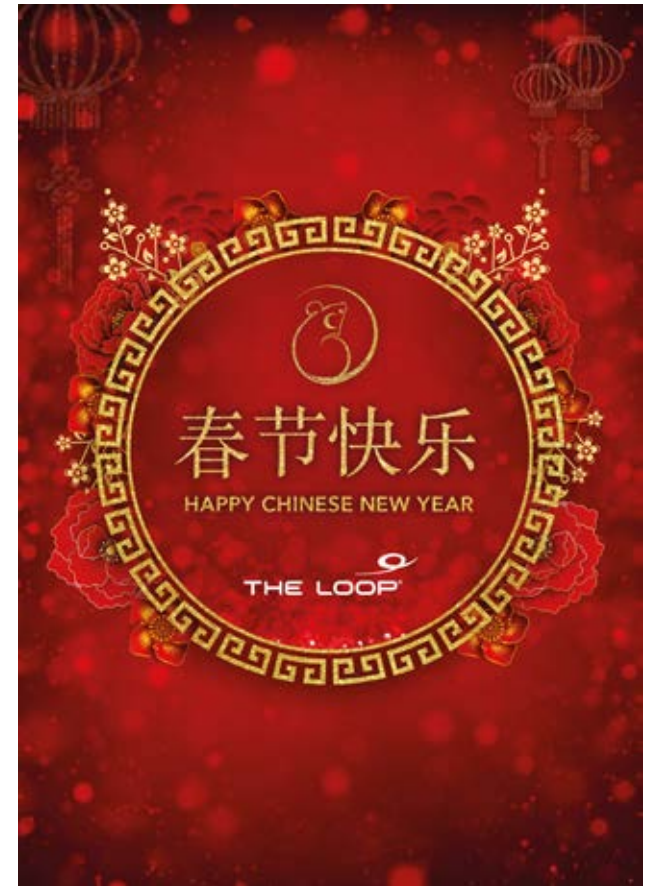


## KEY VISUALS

We have two clearly defined key visuals, the first in the rich red for good fortune and happiness and the second which depicts wealth and richness.



## KEY VISUALS - Sub visuals generic



## KEY VISUAL - RED

### IMPORTANT:

#### Images are in RGB

Please ensure that **the correct profile** is assigned when writing final artwork pdf files. Please use the 'preserve numbers' setting when outputting final pdf to ensure colours reproduce correctly.

The red and gold swatches should be used as a colour guide when in production.



C12 M100 Y100 K3



C34 M99 Y94 K54

## KEY VISUAL - BREAK DOWN RED

Background



Centre Ring



Headline



Rat



## KEY VISUAL - GOLD

### IMPORTANT:

#### Images are in RGB

Please ensure that **the correct profile** is assigned when writing final artwork pdf files. Please use the 'preserve numbers' setting when outputting final pdf to ensure colours reproduce correctly.

The red and gold swatches should be used as a colour guide when in production.



C13 M26 Y77 K0



C30 M51 Y100 K12

## KEY VISUAL - BREAK DOWN GOLD

Background



Centre Ring



Headline



Rat



## LOCK UP

春节快乐  
HAPPY CHINESE NEW YEAR

## TYPOGRAPHY

### Headlines

Avenir Next Demi Bold

ABCDEFGHIJKL

MNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Product Headlines

Avenir Black

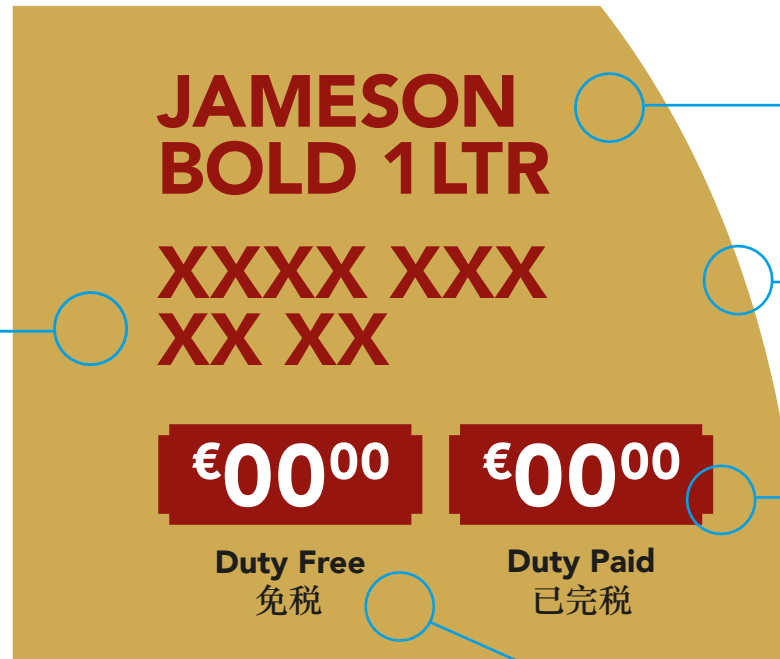
ABCDEFGHIJKL

MNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## PRODUCT CALL OUT - Red

This lock up device must be used against the red background.



Product description in English & below in Madarin

This curve must follow the shape of the ring that in sits inside

Pricepoint call out in Avenir Black.

Duty free/Duty Paid description in English & below Madarin

Background



C20 M30 Y75 K5

Price point area



C15 M100 Y100 K35

Black



C0 M0 Y0 K100

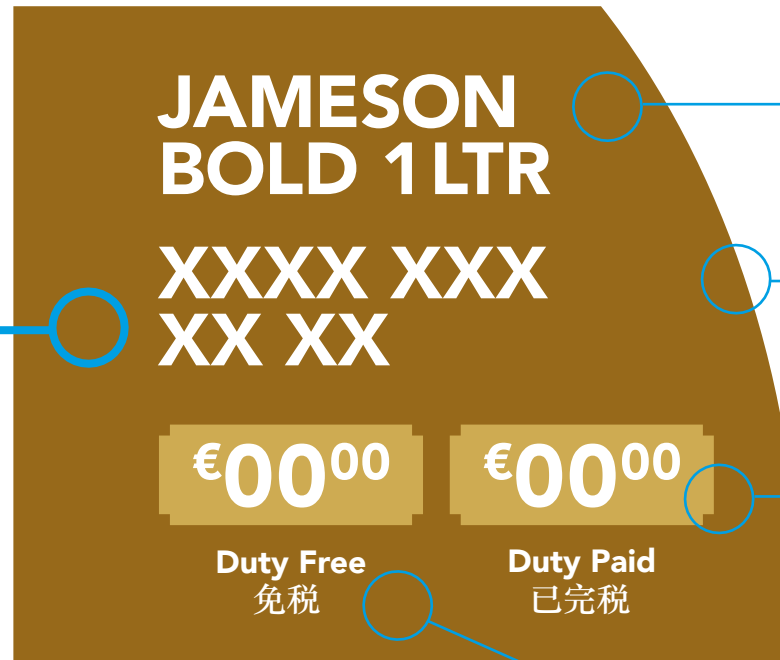
White



C0 M0 Y0 K0

## PRODUCT CALL OUT - Gold

This lock up device must be used against the gold background.



Product description in English & below in Madarin

This curve must follow the shape of the ring that in sits inside

Pricepoint call out in Avenir Black.

Duty free/Duty Paid description in English & below Madarin

### Background



C36 M55 Y100 K21

### Price point area



C20 M30 Y75 K5

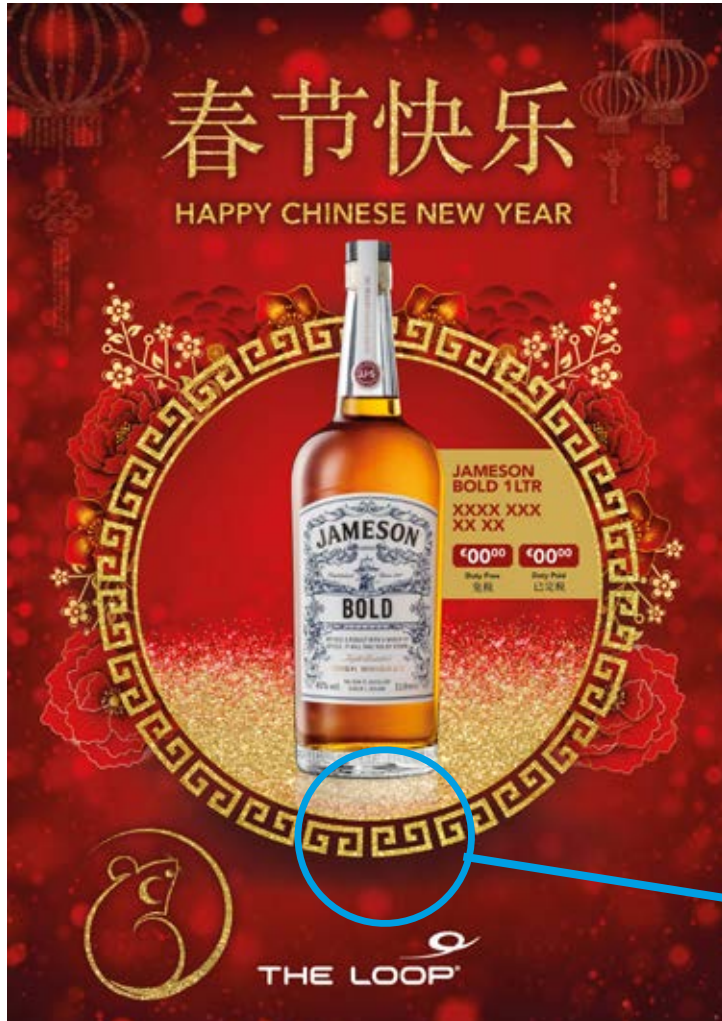
### White



C0 M0 Y0 K0

## PRODUCT Shadows

To sit the product on the banner a reflective shadow should be used.  
This shadow should follow the curve of the base and not extend beyond it.



## CAMPAIGN HEADLINE

A gold Texture is to be applied to all headlines that appear against the red background.



No texture to be added when white.



## ADDITIONAL CAMPAIGN HEADLINES



## THE RAT

### TEXTURE

The Lock up created as a layer mask in photoshop with the texture placed under this mask, giving the headline the glittered gold effect.



### TEXTURE ON RED BACKGROUND



### TEXTURE ON GOLD BACKGROUND



## THE LOOP

The Loop Lock up should appear in white against the creative.  
At the base in the centre of the creative.



## THE LOOP - NEW ZEALAND

When producing material in New Zealand the Loop Lock up logo below must be used.



## LANDSCAPE KEY VISUALS

For landscape formats we have introduced fireworks in the visual.



## LANDSCAPE KEY VISUALS HEADLINES

Alternative headline options for shop online, shop instore and a generic banner.



## LANDSCAPE KEY VISUALS - ALTERNATIVES

For landscape formats we have introduced fireworks in the visual.



## LANDSCAPE KEY VISUALS HEADLINES - ALTERNATIVES

Alternative headline options for shop online, shop instore and a generic banner.



## MULTIPLE PRODUCTS EXAMPLE

With multiple price points



Generic



## EXAMPLES INSITU

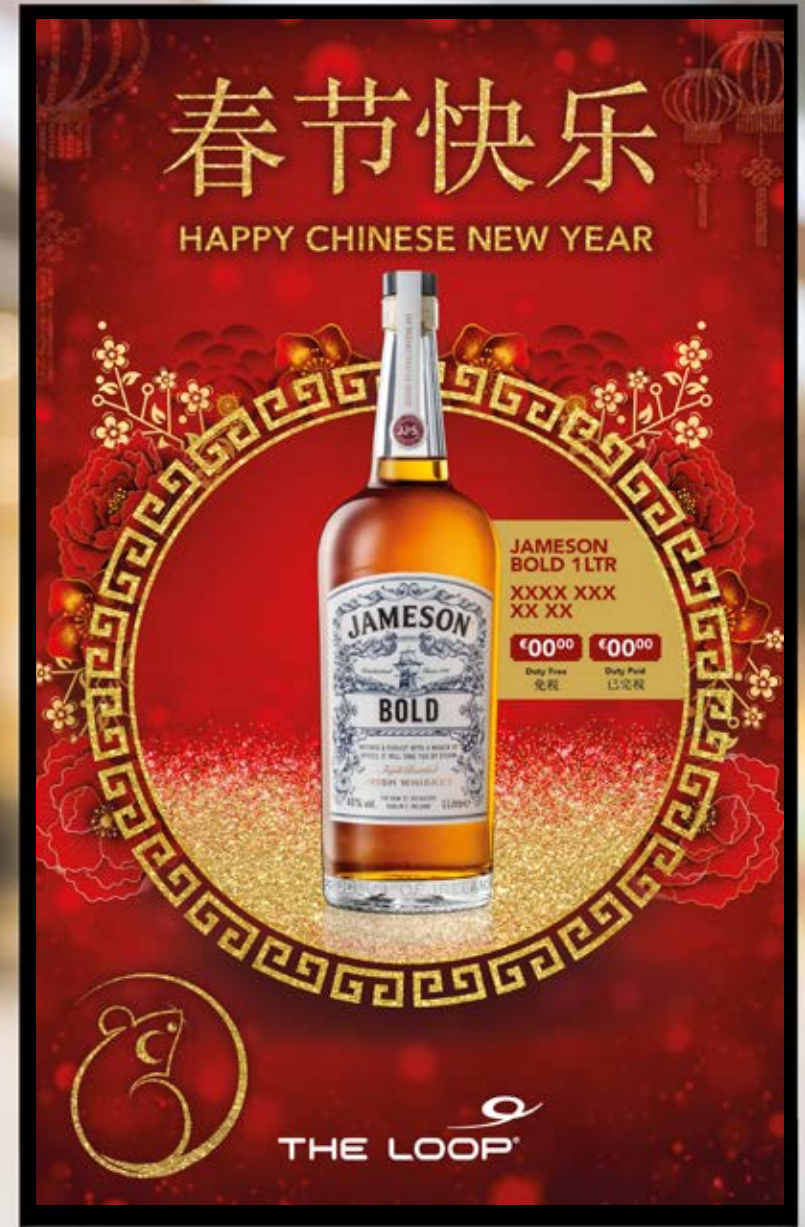
## A4 POS



## WEBSITE BANNER



## LIGHTBOX RED



## LIGHTBOX GOLD



## HANGING BANNER



## HANGING BANNER





# THANK YOU

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