

Harrods

Brand
identity
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The Harrods logo is written in a white, elegant, cursive script font.

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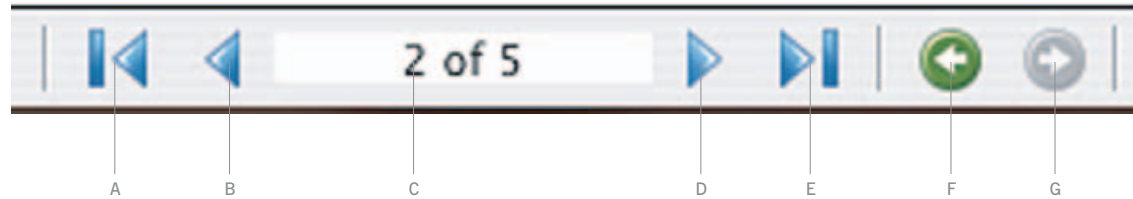
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Harrods

Adobe® Acrobat® Navigation bar



Navigation controls

The navigation controls in the status bar at the bottom of the window provide a quick way to navigate through the document (see above).

- A First page button
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Full Screen mode

Click the Full Screen button in the lower left corner of the document window (Windows only, CMND+L for Mac OS), pressing Enter, Return or the Cursor keys to page through document. The contents-based navigation, which appears as a list throughout the document, works in both Standard view and Full Screen mode. To exit Full Screen mode press 'Esc' or press CTRL+L (Windows) or CMND+L (Mac OS).

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The Harrods brand

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Harrods is a rare and precious brand. One of the world's famous names, its reputation has been built on extraordinary glamour and vision. It is a theatre of dreams that astonishes us with its breathtaking range. Harrods has always offered constant innovation, service and quality to people all over the world. As the Knightsbridge store continues its glittering evolution, the brand reaches further towards new on-line and international horizons.



Why you matter

Great brands are great brands because of the commitment of everyone who works with them. Whatever your relationship with Harrods, your willingness to use these guidelines matters.

What you do makes a difference and it can significantly help Harrods build on its reputation. We're all guardians of this cherished brand.

By treating its identity with impeccable care and consistency, we protect the Harrods name and create the conditions in which we can all succeed.

The Harrods logotype is the visual essence of the brand identity, refined and distilled over decades. Harrods logotype has a rich and well-documented history that has reflected fashion, practicalities and events for more than 150 years.



1849

Charles Henry Harrod first opens his store in Knightsbridge

1902

1889 Charles Digby Harrod sells the business to a conglomerate. Richard Burbidge becomes General Manager in 1891. The store as we know it begins to take shape

1909

The building is nearing completion. Harrods continues to serve the world shipping goods throughout the Empire, Omnia Omnibus Ubique

1920s

The store expands as residential flats on the second and third floor are converted to more selling space

1930s

Between the two world wars, trade fluctuates. Always the innovator, Harrods begins to sell aeroplanes and to operate car hire and chauffeur services

With few exceptions, the logotype has unerringly returned to script forms again and again. The expansive, handwritten and very personal sophistication the logotype represents is at the very heart of the Harrods brand.

Harrods

1949



Harrods celebrates its Centenary. In just 100 years it has become a business success, turning over £20m a year

1950s



1952 and a new standardised script version of the logotype is introduced. Harrods becomes one of the first advertisers on commercial television

1967



The original version of the logotype we now use is designed. London is swinging and Harrods opens its first boutique, 'Way In'

1985



Mr Al Fayed buys the House of Fraser group. As its flagship store, Harrods once more becomes a family business

2006



More people than ever have the chance to experience the Harrods brand. It continues to expand across the world with on-line shopping and new international and airport stores

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Harrods brand values

Our brand values describe what the Harrods brand means today. Some are rooted in the past, others in the future. At least one element of the values should always be evident wherever it touches our customers, staff, partners and suppliers. These values are the authentic flavour of our brand.

British

Celebrating British diversity

Heritage and cutting edge

A rich cultural blend

Sophisticated and eccentric

Tradition and contradiction

Luxury

Redefining luxury

A new luxury premium

Value above price

Rare and unique

Innovation

Leading the field

A leader

Pioneering new trends

Experienced and visionary

Sensation

A retail experience

Exciting to the senses

Surprising and delighting

An experience

Service

Making people feel special

Service of the past and future

Meeting and exceeding the expected

Service to indulge and entertain

Making life easier

Should you require further information on our values, the Harrods Brand Strategy and Brand Values document is available from the Brand Guardians.

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The Harrods logo, featuring the brand name in a white, elegant, cursive script font.

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Our logotype and corporate colours are the vital basic elements of the Harrods visual identity. They are its foundation. Your commitment to ensuring they always appear as we've shown them here will protect the integrity of the Harrods name and create the best results. If you need more help or advice about these guidelines please contact one of the Brand Guardian Team.

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The Harrods logotype has changed little in 40 years. Its distinctive script is the most important element of our visual identity and the most potent symbol of our brand and heritage. It unites our business and differentiates Harrods from its competitors all over the world.



The Harrods logotype has been carefully crafted to represent our values and heritage. For this reason it should never be redrawn or altered in any way.

The logotype is confident, simple and effective. No other elements should therefore be used in a direct relationship with it as this will only weaken its potency.

Always ensure that the Harrods logotype is reproduced from high quality original artwork.

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The logotype is our hero and always occupies its own space. It is a precious visual element that needs room to breathe and come alive. We can maximise visibility and impact simply by creating and protecting this invisible clear zone around it.

Harrods



An invisible clear zone protects the Harrods logotype. The size of the zone is determined by the height of the 'H' of the Harrods (as a unit of measurement H).

Remember, this is the minimum recommended clear zone area and more space around the logotype will always aid visibility.

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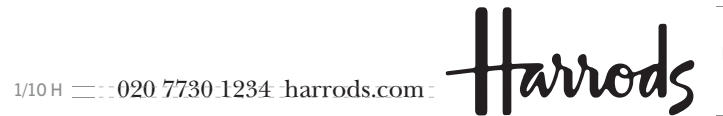
Our logotypes' integrity and legibility must never be compromised. When working in small sizes extra care is needed to make sure its reproduction is clean, clear and of the highest possible quality.



Minimum recommended widths of logotype with sign-offs



The Harrods sign-off can appear with or without the telephone number. The 'x'-height of the text is 1/10 the height of the Harrods 'H'. Please refer to the Sign-off page in this section for more precise details.



The sizes indicated above provide a guide for print reproduction of the Harrods logotype when used alone, and with the sign-offs, under ideal conditions. Details regarding the creation and use of the sign-offs

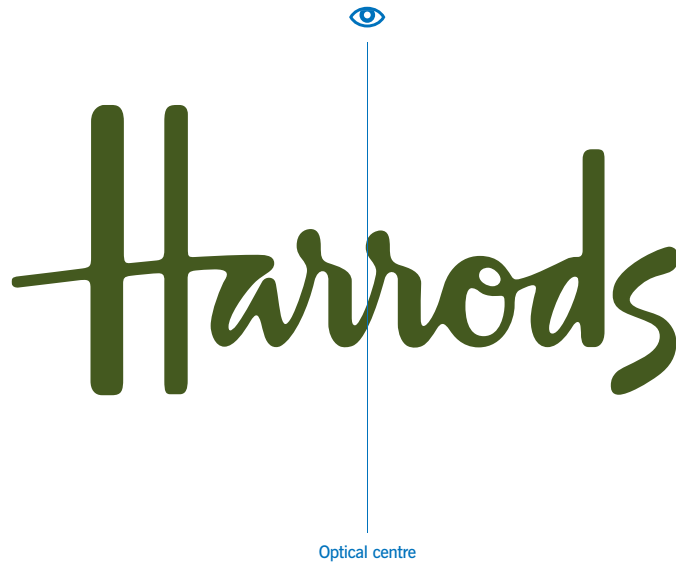
can be found in the Sign-off page in this section as well as in the Advertising section. The reproduction medium, methods and materials will also affect the size at which these

elements can be used successfully. On every occasion therefore reproduction of these elements should be checked to ensure the quality and legibility is of the highest possible standard.

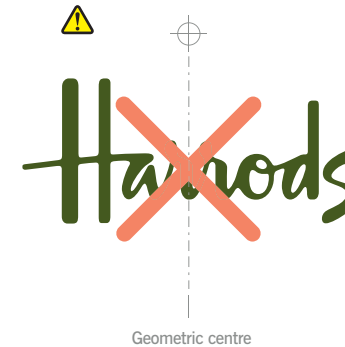
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The unique script style of the Harrods logotype has its own idiosyncrasies and little symmetry. It can be most effectively centred using the optical centre as we have shown below, rather than by measurement.



Where possible the Harrods logotype should be centred on the vertical axis using the optical centre as illustrated above. This will give the logotype the appearance of being centred.

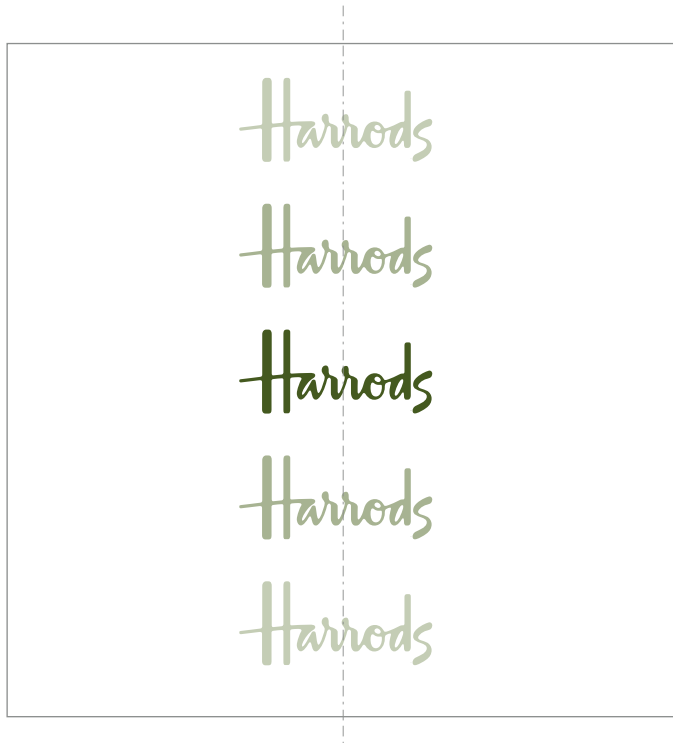


NB: Do not centre the Harrods logotype on the vertical axis using the geometric centre line. This would make the logotype appear to be positioned too far to the right.

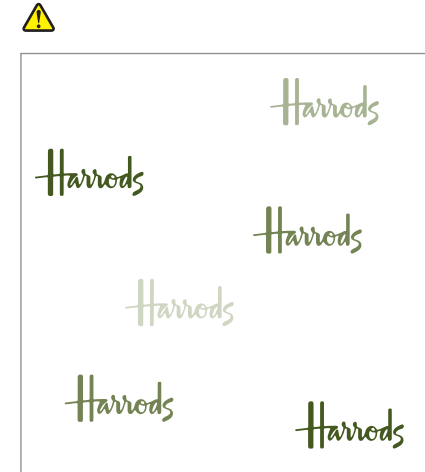
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Our logotype appears on many thousands of products and items. Although flexibility is needed and the logotype can appear in other positions, we prefer it to be centred wherever possible. This should always be our first consideration.



The preferred positioning of the Harrods logotype is centred using the optical centre line. It may however appear anywhere on this vertical axis to allow for other design elements that may appear with it.



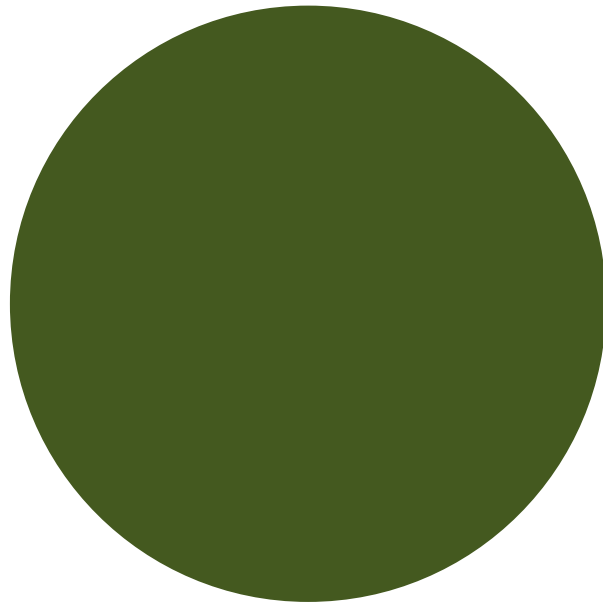
⚠ NB: In exceptional cases the logotype may appear in other positions. This should only happen when the character of the application to which it is applied is adversely affected by using the logotype in the preferred position, centred.

Use of the logotype in other positions can only occur with the prior authorisation of the Brand Guardian Team.

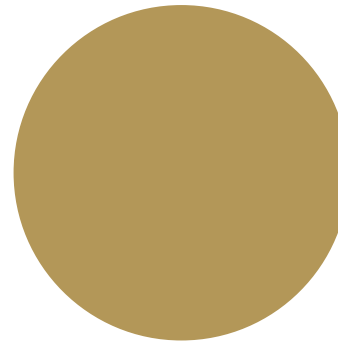
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Our primary colours are Harrods Green and Harrods Gold. Used in combination they are strong brand signifiers and fundamental to our identity. It's important they are only used carefully on core items so that they remain powerful and effective brand elements.



Harrods Green 



Harrods Gold 

Harrods Green
 Pantone® 574C
 Process colour breakdown:
 C58 M22 Y98 K79
 RGB: R58 G75 B1
 HEX: 3A4B01

Harrods Gold
 Pantone® 871C
 Process colour breakdown:
 C20 M25 Y60 K25
 Foil: Gold Foil Luxor 220
 RGB: R131 G127 B68
 HEX: 988344



NB: Only the Pantone® coated specification is suitable for colour matching to Harrods Green. Even when using uncoated stock or matt finishes please match to the coated Pantone® 574C specification.
 Harrods Gold has a metallic finish which should, wherever possible, be printed as a solid or special colour. This reinforces the quality and prestige of our brand. The Gold foil reference is for use with 'By Appointment' applications.



NB: Please do not attempt to visually colour match from print-outs or on-screen colours, as printing conditions and screen resolution may result in variations in colour shade.

For accurate colour matching use the correct Pantone® or CMYK colour references. Colour swatches are available from the Brand Guardian Team.

***Pantone® Regulation Disclaimer**
In place of the colour used throughout these guidelines you may use the Pantone® colours quoted, the standards for which are shown in the current editions of Pantone® Colour Publications. When specifying colours always refer to Pantone® colour swatches. The colours used throughout these guidelines are not intended to match the Pantone® colour standards. Pantone® is a registered trademark of Pantone® Inc.

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Our secondary colours are Harrods White, Silver and Black. They can be used in combination together, and with our core colours, to introduce subtlety and variety to applications. They too must be used carefully to complement and enrich our brand identity.

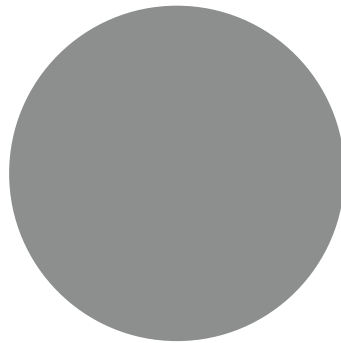
Harrods Silver
Pantone® 8001C
RGB: R131 G127 B119
HEX: 837F77

Harrods White
RGB: R255 G255 B255
HEX: FFFFFFFF

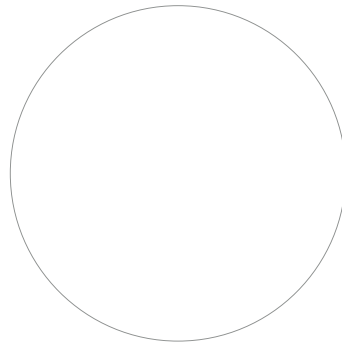
Harrods Black
Process colour breakdown:
CO MO YO K100
RGB: R0 G0 B0
HEX: 000000



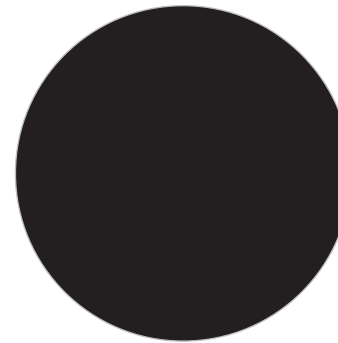
Harrods Silver has a metallic finish which should be printed as a special colour. This reinforces the quality and prestige of our brand.



Harrods Silver 



Harrods White



Harrods Black



NB: Please do not attempt to visually colour match from print-outs or on-screen colours, as printing conditions and screen resolution may result in variations in colour shade.

For accurate colour matching use the correct Pantone® or CMYK colour references. Colour swatches are available from the Brand Guardian Team.



Primary colour palette for the logotype is Harrods Green and Harrods Gold. These colours are potent and well recognised. They should always be used for items requiring the core brand identity.



The Harrods logotype in Gold on Green is still our preferred colour way for identification.



When printing in one colour Harrods Green is the preferred colour option. The Harrods logotype may appear in Green or reversed out in white.

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As a secondary option the logotype can appear in Harrods Gold or Harrods Silver for a sense of luxury and quality. When the logotype needs to be small, or there are issues with legibility or budget, black or white options are a simple, practical solution.



NB: The Harrods logotype should never appear in any other colour or pattern other than those outlined on this and the previous page.

The logotype may appear in Harrods Gold or Silver or reversed out of them in white. Care must be taken with regard to contrast and visibility when using the logotype in these colours on other coloured backgrounds or patterns.

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Great care needs to be taken when using the logotype against different backgrounds. Following these simple rules will help ensure it remains a visible and effective branding device whatever the background.



Light colour backgrounds



On light colour backgrounds the use of the logotype in Harrods Green or Black is recommended.

Using the logotype in Harrods Gold, Silver or White on light backgrounds is not advisable due to the lack of contrast, and consequently visibility that may occur.

Dark colour backgrounds



On dark colour backgrounds the use of the Harrods logotype in white is strongly recommended.

Using the logotype in Harrods Green, Gold, Silver or Black on dark colour backgrounds is not advisable due to the lack of contrast, and consequently visibility that may occur.

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Light photographic backgrounds



On light photographic backgrounds the use of the logotype in Harrods Green or Black is recommended. Try to ensure that the area of the photograph where the logotype is placed is not too busy and of a consistent tone.

Using the logotype in Harrods Gold, Silver or White on light backgrounds is not advisable due to the lack of contrast, and consequently visibility that may occur.

Dark photographic backgrounds



On dark photographic backgrounds the use of the logotype in white is recommended. Try to ensure that the area of the photograph where the logotype is placed is not too busy and of a consistent tone.

Using the logotype in Harrods Green, Gold, Silver or Black on dark backgrounds is not advisable due to the lack of contrast, and consequently visibility that may occur.

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Harrods is the world's most famous department store offering unparalleled range and choice. This is our brand offer and the logotype must sit comfortably with the names of our many departments. We have two size versions of this relationship or lock-up. Version A is used where the department name must be the primary message.

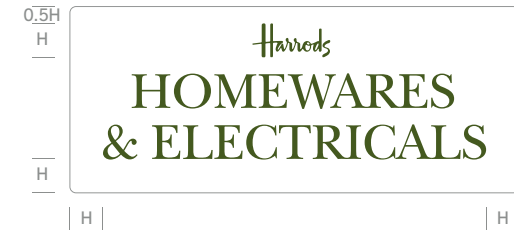


Version A
Logotype and department name lock-up



Version A is designed for applications where the primary purpose is identification of the department.

Minimum clear zones



When the Harrods logotype is used in a direct relationship with a department name we call this a lock-up. The size and spacing of the two elements is carefully calculated to work across the entire range of department names and

must never be altered without the prior consent of the Brand Guardian Team. The department name must always be in New Baskerville Roman. Character spacing is tight and line spacing solid.



NB: Always centre the Harrods logotype on the vertical axis using the optical centre as illustrated above. This will give the logotype the appearance of being centred.

As with the Harrods logotype when it appears alone, there is also an invisible minimum clear zone that protects the department name and logotype lock-up. The size of the zone is determined by the height of

the 'H' of the Harrods (as a unit of measurement H). Remember, this is the minimum recommended clear zone area and more space around the lock-up will always aid visibility.

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In Version B the Harrods brand name is the primary element. This version is used on items like carrier bags where the brand identity will travel outside the store.



Version B
Logotype and department name lock-up



Version B is designed for applications which may be viewed away from the branded environment, therefore requiring a bolder Harrods presence.

Minimum clear zones



When the Harrods logotype is used in a direct relationship with a department name we call this a lock-up. The size and spacing of the two elements is carefully calculated to work across the entire range of department names and

must never be altered without the prior consent of the Brand Guardian Team. The department name must always be in New Baskerville Roman. Character spacing is tight and line spacing solid.



NB: Always centre the Harrods logotype on the vertical axis using the optical centre as illustrated above. This will give the logotype the appearance of being centred.

As with the Harrods logotype when it appears alone, there is also an invisible minimum clear zone that protects the department name and logotype lock-up. The size of the zone is determined by the height of

the 'H' of the Harrods (as a unit of measurement H). Remember, this is the minimum recommended clear zone area and more space around the lock-up will always aid visibility.

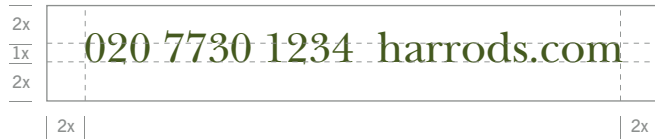
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We now include the Harrods web site address as standard in almost all communications. It has become a new and important Basic element. This page shows you how to ensure it always appears in correct and consistent relationship to the logotype.



Clear zone



The sign-off must always be set in New Baskerville Roman lower case, on one line and with normal character spacing. NB: When using the sign-off that includes the telephone number, the numerals are set 1/2pt. smaller than the harrods.com text. Also use a double space between the number and harrods.com text. The sign-off must never be used alone, without the Harrods logotype. It should be coloured to match that of the logotype.



As with the logotype it too has a clear zone that ensures visibility. This is based on the 'x'-height (lower case) of the sign-off. No other graphic element should be allowed to enter this zone.

Positioning



The location of the Harrods logotype will determine where to position the sign-off. The two elements can appear together or apart, but always aligned. If the logotype is used centred then the

sign-off should also be centred. When the logotype is positioned left or right then the position of the sign-off is more flexible.

Size and alignment

As a general guide the lower case 'x'-height of the sign-off should be 1/10th the height of the Harrods 'H'. It must never be larger than this. On larger applications it may be less than this in order that it does not become too obtrusive.

If the logotype is used centred then the sign-off should also be centred, using the optical not geometric centre. When the logotype is positioned left or right then the position of the sign-off is more flexible, but still aligned.

In restricted space the two elements may appear together as long as the sign-off does not intrude into the clear zone of the logotype.



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- Common mistakes

The logotype is applied to so many different products and situations that mistakes are easily made. Here are just a few examples. Recognising these common pitfalls will help us all become more effective in presenting and protecting our brand. Always use the high quality artwork supplied here in this original form.



Do not use colour combinations including those from our own palette that impede the visibility of the Harrods logotype.



Do not fill the Harrods logotype with patterns, gradients and other effects.



Ensure that the corporate colours are reproduced accurately and consistently.



Do not distort the Harrods logotype in any way.



Do not apply effects such as drop shadows and key lines to the Harrods logotype.



Do not use backgrounds that interfere with the visibility of the logotype.



Do not attach unauthorised words or phrases to the Harrods logotype.



Do not attach other elements including our own to the logotype.



Always respect the clear zone. No other graphic elements are permitted within this area.



Never contain the Harrods logotype within a shape.

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The Harrods logo is written in a dark green, elegant, cursive script font.

Typography is fundamental to Harrods distinctive brand identity. It is an art. A subtle and more complex element than the logotype or colour palette. It is also a powerful brand signifier in its own right, bringing personality and consistency to all communication and infusing everything it touches with the essential Harrods look and feel.

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Harrods uses only two type families. Timeless and highly versatile, they have been chosen to work across a spectrum of applications and styles – individually and together. Our primary typeface, New Baskerville has a classic sense of quality and heritage while News Gothic is a simple, clean and flexible contrast.

The Harrods logo is written in a dark green, elegant, cursive script font.

New Baskerville
This is our primary typeface. For this reason it is used for applications emanating from the core of the business. These include corporate communications and signs. It can be used for headlines or body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

News Gothic
This is our secondary typeface. It is used primarily for body copy or small texts being more legible at these sizes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

There are several cuts, or versions, of the Baskerville typeface. It is critical that we use New Baskerville which has its own unique letter forms quite distinct from other Baskerville cuts. We use four members of the New Baskerville font family illustrated below.



New Bask

New Baskerville Roman
New Baskerville Italic

New Baskerville Bold
New Baskerville Bold Italic

New Baskerville Roman

This is our primary typeface. For this reason it is used for applications emanating from the core of the business. These include corporate communications and signs. It can be used for headlines or body copy.

New Baskerville Italic

This font is reserved purely to provide emphasis in body copy, or for captions to pictures and illustrations.

New Baskerville Bold

This weight is reserved for headings and sub-headings. It is also employed to provide emphasis in body copy set in New Baskerville Roman only. In addition it is ideal for body copy that has been reversed out of a solid colour.

New Baskerville Bold Italic

This font is reserved purely to provide emphasis in body copy set in New Baskerville Roman and Italic.

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Consider who and what your communication is for and select your font accordingly. Do not be afraid to use scale, size and colour to bring typography to life.



Luxurious,
stylish, confident
& innovative



Scale

Don't be afraid to use New Baskerville in larger sizes. Its style, together with how it is used, are an integral part of our brand identity.

Colour

Generally type should appear in one of the corporate colours; Harrods Green, Black or White. Harrods Gold and Silver may

also be used with care. Tints of the Harrods Green and Black are also acceptable as long as legibility is maintained.

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Other fonts and colours can be used for non-corporate communications, campaigns and products. We ask only that the Harrods logotype appears clearly and consistently in one of the corporate colours, as explained in the Basic elements section of these guidelines.

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The Harrods logo is written in a dark green, cursive script font.

Harrods has an inimitable reputation and people from all over the world come to experience it for themselves. Most want to take something of Harrods home with them, whether that's a Harrods product or simply a carrier bag. Our products and packaging are powerful representatives of our brand, and use the brand identity in its simplest form.

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We have two types of packaging. The first are carrier bags, boxes and items used at the point of purchase. These are objects of desire, carrying the Harrods name and made from the highest quality materials. The second is packaging for our huge range of own brand products.

Harrods

Store packaging



Own brand packaging



Our boxes and carrier bags use the identity in its purest form. They are brand ambassadors, travelling outside the store and so we have strict guidelines for use of the logotype and colour palette. With the exception of departmental names, no other element must appear.

Harrods

This pyramid displays the approved colour combinations for store packaging. Our preferred is always with the Harrods logotype in Harrods Gold on Green.

If printing in one colour then Harrods Green on white is preferred.

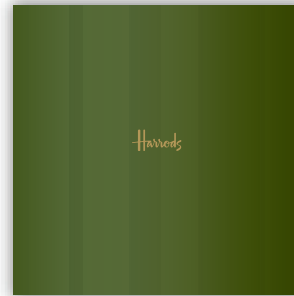
Harrods Gold and Silver on black or white may also be used with the prior approval of the Brand Guardian Team.



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All the guidelines in the Basic elements section apply to using the logotype. Its size can vary but in larger sizes it must have at least the minimum clear zone space around it, and in smaller sizes be visible legible and accurately reproduced.



The Harrods logotype may appear at any size. There are two simple rules that must be followed. Firstly the distance between the logotype and face edge should not be less than the minimum recommended clear zone. Secondly when reproduced at small sizes the logotype needs to remain visible and of an acceptable quality.



| 12mm |

Minimum size

The size indicated left, provides a guide for print reproduction of the Harrods logotype under ideal conditions.

The reproduction medium, methods and materials will also affect the size at which it can be successfully used. On every occasion therefore reproduction of the logotype should be checked to ensure the quality and legibility is of the highest possible standard.



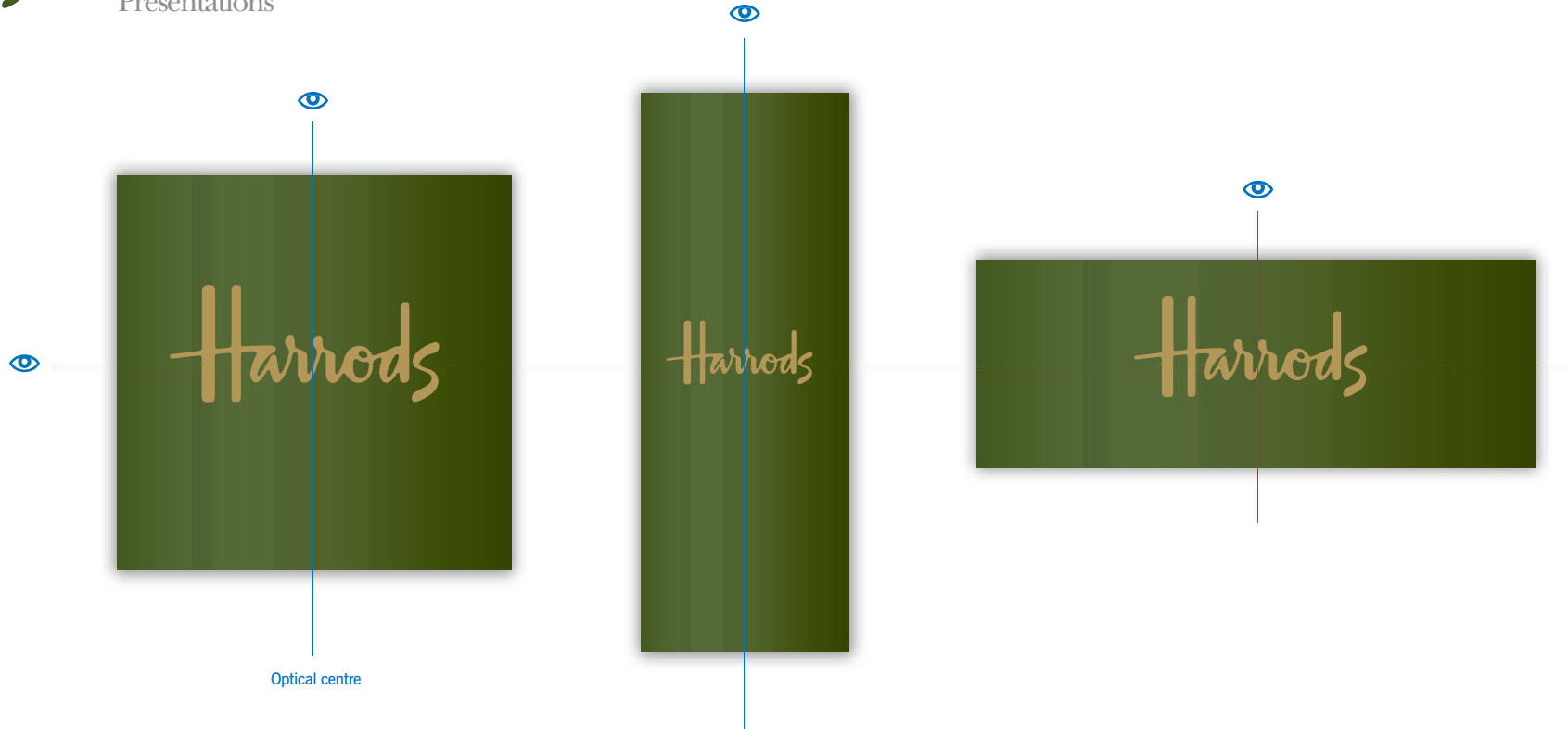
Minimum clear zone

An invisible clear zone protects the Harrods logotype. The size of the zone is determined by the height of the 'H' of the Harrods (as a unit of measurement H). Remember, this is the minimum recommended clear zone area and more space around the logotype will always aid visibility.

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The Harrods logotype must always be accurately centred on the horizontal axis, whatever the size or format. The logotype itself is not symmetrical. It is most easily positioned by eye rather than by measurement. Please see the Basic elements section for more advice.



Always position the Harrods logotype on the horizontal axis using the optical centre as illustrated above. This will give the logotype the appearance of being truly centred.

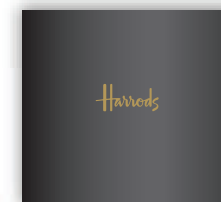
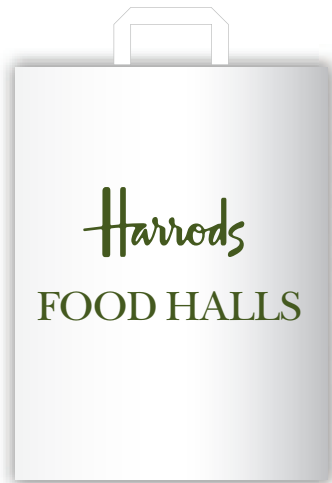
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Our coveted gold, green and white carrier bags are a quintessential expression of the Harrods brand and one of our most effective forms of advertising. As such, we must always ensure our logotype and colours are reproduced to the highest standard and in high quality materials.

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These pages show all the names, styles and sizes of all Harrods bags and carrier bags currently in use. The logotype appears according to the principles laid out in these guidelines and each style is manufactured to approved specifications. For queries or more information please contact the Brand Guardian Team.



Plastic bags



Small Merlin
252 x 330 x 50



Medium Merlin
350 x 380 x 90



Housewares
455 x 505 x 100



Jumbo
565 x 605 x 125

Laminated
paper bags



Size 1
210 x 305 x 115



Size 2
280 x 420 x 100



Size 3
500 x 370 x 120



Size 4
600 x 444 x 144

All dimensions are in mm
Width x Height x Depth (Gusset)

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Small
350 x 350 x 100



White HF3
254 x 356



Clear HF3
254 x 356 x 25

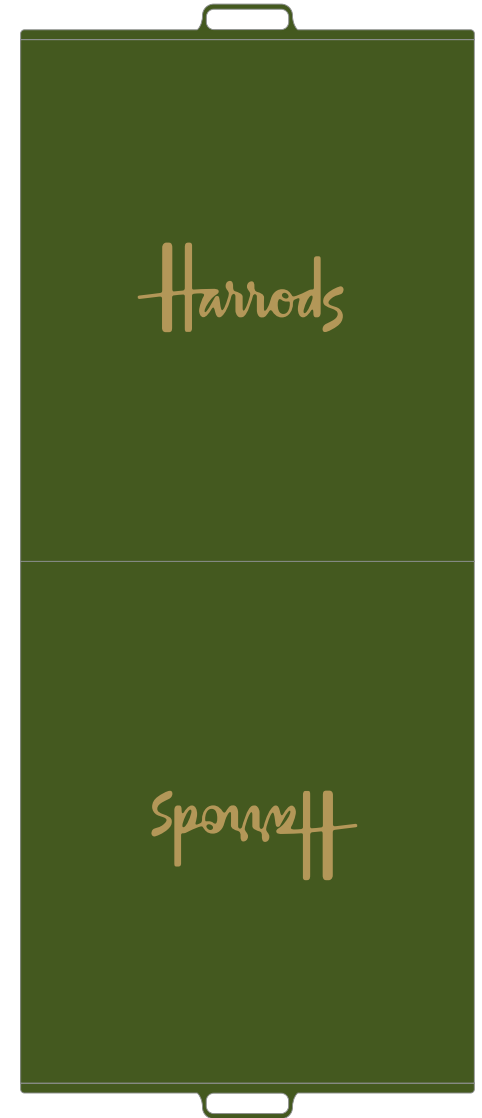
Umbrella bag
1000 x 160



Suit carrier
1150 x 600



Overcoat carrier
1380 x 600



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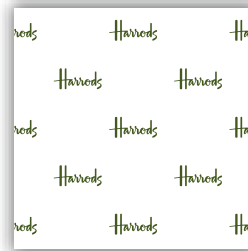
Luxury wrapping paper and tissue are used in-store, to protect the purchase and add value to the experience for the customer. Both wrapping and tissue paper carry a simple pattern based on the Harrods logotype. Matching ribbon, as described on the following page, is also available.



The pattern



Wrapping paper



Tissue paper

The Harrods pattern employs the logotype printed in a regular pattern. This pattern is fixed and should never be altered although it can be increased and reduced in proportion.

By always using the Harrods pattern we will create a consistent and regular secondary device that will be recognised as a genuine and original brand element.

Wrapping paper
Wrapping paper printed with the pattern in one of the corporate colour combinations can be used to wrap our products.

Tissue paper
Tissue paper in one of the corporate colours can be used to wrap our products. This can be plain or printed with the pattern in a matching colour to produce a subtle effect.

Harrods ribbon is printed with the logotype in the primary colours: green, gold and white. Plain ribbon in any of these three primary colours can also be used, particularly in combination with Harrods patterned wrapping paper, described on the previous page.



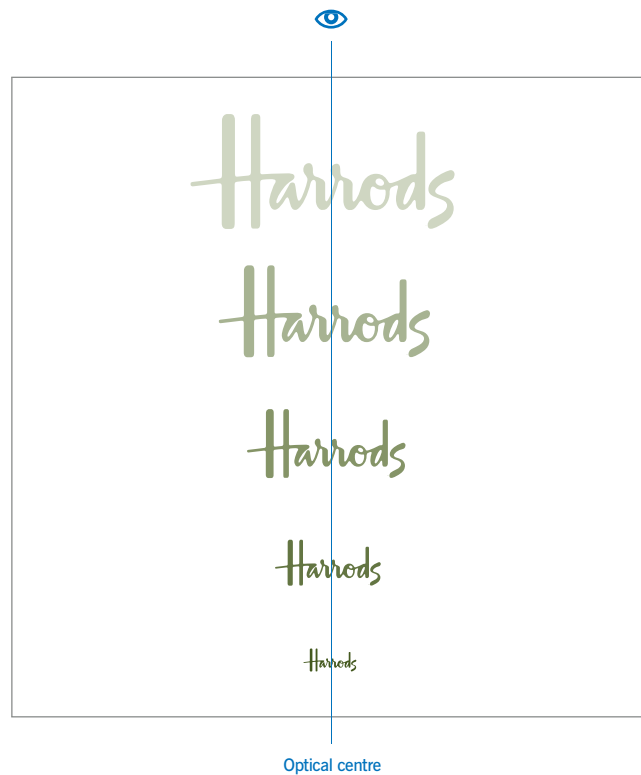
There are several ribbon designs created for store packaging. Plain ribbon in either Harrods Green, Gold or White may also be used.



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Each Harrods product range has its own theme and style. The logotype is the only common visual element. It works hard to unify our product ranges and achieve a consistent level of branding. Provided the logotype guidelines explained in the Basic elements section are observed, the logotype can be positioned almost anywhere our own product packaging.



⚠ NB: For own brand packaging the logotype may appear in other positions. This should only happen when the character of the pack to which it is applied is adversely affected by using it in the preferred position, centred.

The preferred positioning of the Harrods logotype on all packaging is centred using the optical centre line. For own brand packaging the logotype must appear in a clearly visible location. Its size is variable. The only strict rule for own brand

packaging is that the Harrods logotype needs to appear in a visible position in one of the corporate colours. Own brand may also use a range name eg. Heritage, London etc., endorsed by the Harrods logotype.

They may also range in style from those that are close to the store through to highly individual ranges whose only link with the Harrods brand is the inclusion of the Harrods logotype, and News Gothic typeface for statutory texts.

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Many different backgrounds and colours are used for products and packaging. By following these simple rules you can ensure that any small print or product information is always clear, well laid-out and easy to read, whatever the background.



Nutrition information
 Typical values per 100g: Energy 1792kJ, 426kcal; Protein 1.3g; Carbohydrate 73.0g, Fat14.3g of which saturates 9.5g, Fibre 0.0g; Salt 0.5g of which sodium 0.2g.

Ingredients
 Sugar, Butter (16%) (from Cows' Milk) Sweetened Condensed Milk (from Cows' milk), Golden Syrup, Glucose Syrup, Maple Syrup, Natural Flavouring.

How to store
 Best before: see base of box
 Store in a cool dry place.

Produced and packed in the UK for Harrods Limited
 London SW1X 7XL
 Customer helpline 0800 123123 or visit harrods.com

200g.

Light image backgrounds
 In these cases a light transparent box is used behind the body copy which is in Harrods Green or Black text.

For information on how to apply the Harrods logotype on difficult backgrounds please refer to the Basic elements section of these guidelines.

When text is reversed out of a solid or photographic background News

Nutrition information
 Typical values per 100g: Energy 1792kJ, 426kcal; Protein 1.3g; Carbohydrate 73.0g, Fat14.3g of which saturates 9.5g, Fibre 0.0g; Salt 0.5g of which sodium 0.2g.

Ingredients
 Sugar, Butter (16%) (from Cows' Milk) Sweetened Condensed Milk (from Cows' milk), Golden Syrup, Glucose Syrup, Maple Syrup, Natural Flavouring.

How to store
 Best before: see base of box
 Store in a cool dry place.

Produced and packed in the UK for Harrods Limited
 London SW1X 7XL
 Customer helpline 0800 123123 or visit harrods.com

200g.

Dark image backgrounds
 In these cases a dark transparent box is used behind the body copy which is reversed out in white.

Gothic Demi should be used for main copy with Bold reserved for headings and emphasis along with the Italic options of these styles.

Where space is extremely restricted or where the amount of statutory text is substantial then News

Nutrition information
 Typical values per 100g: Energy 1792kJ, 426kcal; Protein 1.3g; Carbohydrate 73.0g, Fat14.3g of which saturates 9.5g, Fibre 0.0g; Salt 0.5g of which sodium 0.2g.

Ingredients
 Sugar, Butter (16%) (from Cows' Milk) Sweetened Condensed Milk (from Cows' milk), Golden Syrup, Glucose Syrup, Maple Syrup, Natural Flavouring.

How to store
 Best before: see base of box
 Store in a cool dry place.

Produced and packed in the UK for Harrods Limited
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 Customer helpline 0800 123123 or visit harrods.com

200g.

Light solid backgrounds
 In these cases the body copy which is in Harrods Green or Black.

Gothic Condensed should be used. Please refer to the Typography section of these guidelines for more information.

Nutrition information
 Typical values per 100g: Energy 1792kJ, 426kcal; Protein 1.3g; Carbohydrate 73.0g, Fat14.3g of which saturates 9.5g, Fibre 0.0g; Salt 0.5g of which sodium 0.2g.

Ingredients
 Sugar, Butter (16%) (from Cows' Milk) Sweetened Condensed Milk (from Cows' milk), Golden Syrup, Glucose Syrup, Maple Syrup, Natural Flavouring.

How to store
 Best before: see base of box
 Store in a cool dry place.

Produced and packed in the UK for Harrods Limited
 London SW1X 7XL
 Customer helpline 0800 123123 or visit harrods.com

200g.

Dark solid backgrounds
 In these cases the body copy is reversed out in white.

Nutrition information
 Typical values per 100g: Energy 1792kJ, 426kcal; Protein 1.3g; Carbohydrate 73.0g, Fat14.3g of which saturates 9.5g, Fibre 0.0g; Salt 0.5g of which sodium 0.2g.

Ingredients
 Sugar, Butter (16%) (from Cows' Milk) Sweetened Condensed Milk (from Cows' milk), Golden Syrup, Glucose Syrup, Maple Syrup, Natural Flavouring.

How to store
 Best before: see base of box
 Store in a cool dry place.

Produced and packed in the UK for Harrods Limited
 London SW1X 7XL
 Customer helpline 0800 123123 or visit harrods.com

200g.

⚠
NB: In exceptional cases such as one colour printing a colour other than a Harrods corporate colour may be used for this text.

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The Harrods logo is written in a classic, elegant cursive script. The letters are dark green, and the 'H' and 'R's are particularly prominent with their flowing, connected strokes.

Harrods has been renowned for outstanding advertising throughout its history. Advertising has helped create the Harrods brand as we know it today. This high-profile medium demands that every element of the brand identity is impeccably presented for maximum impact. It must bring our brand values to life with style and imagination, and create perceptions of Harrods that will continue to take it successfully into the future.

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Harrods produces varying types of advertising, including co-branded formats shared with the product brands it retails. All Harrods advertising should be visually arresting and must clearly communicate the brand values in its concept, layout or message. In co-branded advertising, Harrods is the host but should never dominate its partner brand.

Harrods

Harrods corporate and
campaign advertising



Harrods own advertising as shown above varies in type from purely corporate communications through to all manner of promotional messages.

Co-branded advertising

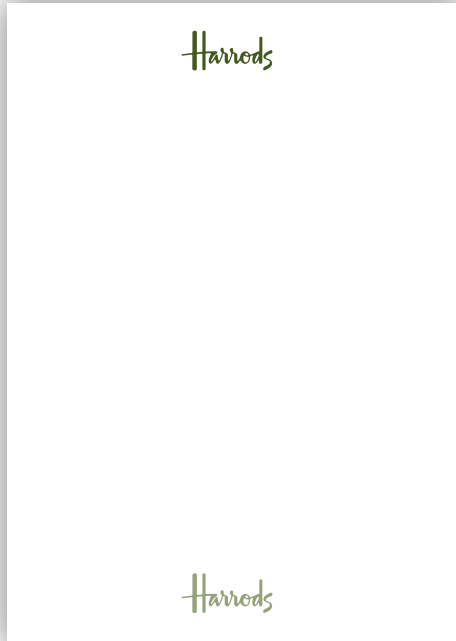


Co-branded advertising, as shown above, uses a brand bar carrying the Harrods logotype to clearly distance it from the partner brand identity and image identity style carried on the main image area.

The logotype is often the only basic element used in corporate advertising and must work hard to communicate the brand identity. These simple principles for using our Basic elements will ensure the Harrods logotype always has visibility, standout and coherence whatever the size or format.

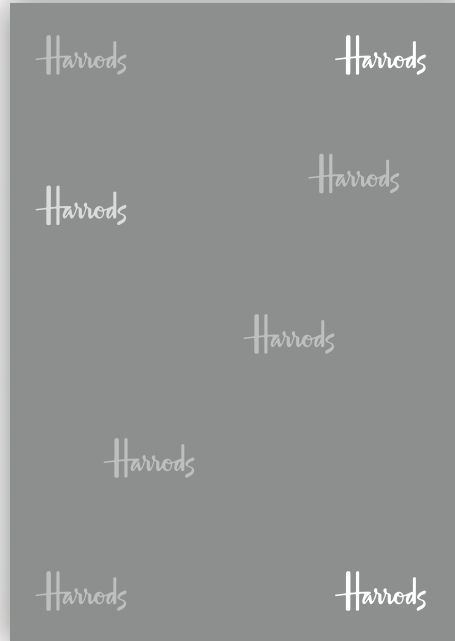


Harrods own advertising



Corporate advertising

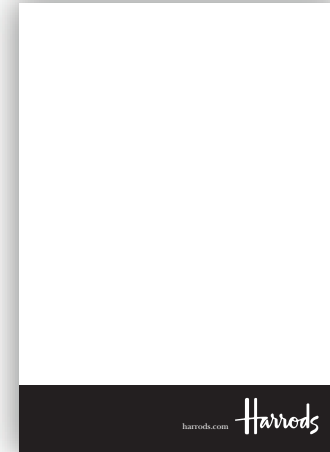
On corporate advertisements the preferred position for the Harrods logotype is centred. It should always be used in one of the corporate colours. Please refer to the Basic elements section for more information.



Promotional advertising

The preferred position for the Harrods logotype on promotional advertisements is bottom right. Due to the constant need for fresh and interesting promotions this may not always be possible. In these instances the logotype may be freely placed but always clearly visible and in one of the corporate colours.

Co-branded advertising



NB: On co-branded advertisements which we control, the Harrods logotype and sign-off appear at a fixed size within the brand band. Please refer to the Basic elements section and following pages of this section referring to the brand band for more details.

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Typography is an essential brand identifier in advertising. Our corporate typefaces should always be chosen unless the concept absolutely requires a different font. Even then, we ask you to take advice from a Brand Guardian. Promotional advertising has greater flexibility and can follow the type style of the overall campaign.

Harrods

THERE IS ONLY
ONE SALE
STARTS AT 9AM
TOMORROW



STORE OPENING TIMES
WED 9AM - 9PM
THUR 10AM - 8PM
FRI 10AM - 8PM
SAT 10AM - 8PM
SUN 12 NOON - 6PM

020 7730 1234 harrods.com Harrods

Harrods

Sales assistant
Fashion department
Knightsbridge, London

Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nunc utummy to va.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nunc utummy to va. Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis dolor rerit in tate.

Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nunc utummy to va. Nulla facilisis at vero eros et cum san et iusto odio dignissim qui blandit praesent. Eros et accumsan et iusto odio.

Contact: vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nunc utummy to va.

Anything is Possible

Our corporate font is New Baskerville. This should be used wherever possible for Harrods own brand advertising. New Baskerville Roman is the preferred style. Italic and bold styles are also used but are reserved for emphasis primarily

in secondary typographic elements. Our secondary font, News Gothic provides a clear and legible typeface ideal for smaller, and larger bodies of text. It is not intended for use alone as a headline or title font. For more

details on the corporate fonts and how to use them, please refer to the Typography section of these guidelines.

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Different types of Harrods own advertising can apply the brand identity in different ways. As the only visual element in corporate advertising, the purpose and position of the logotype need careful consideration. Brand and promotional advertising can take full advantage of the many creative ways in which the logotype can be positioned.



Harrods own brand advertising is diverse and continually evolving. Few restrictions exist in order that the free flow of creative ideas and executions are not impeded. There is one critical element, the Harrods logotype, which does need some protection to ensure a

consistent and visible identification of the advertisement origin. The preferred placement of the logotype for own brand advertising is bottom right. If this impedes or is in conflict with the layout of the advertisement then an alternative position may be used as illustrated

in the range above. The logotype must however always be reproduced in one of the corporate colours, selected to provide the best visibility as well as complement the design of the advertising.

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Co-branded advertising must effectively present both brands in partnership, but as separate entities, each with its own identity. Our 'brand band' device carries the Harrods logotype in a fixed and recognisable position. This clearly differentiates the two brands and creates consistency in the way we present Harrods.

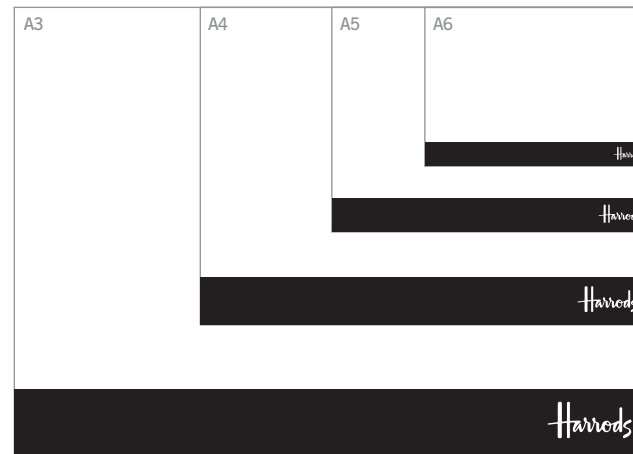
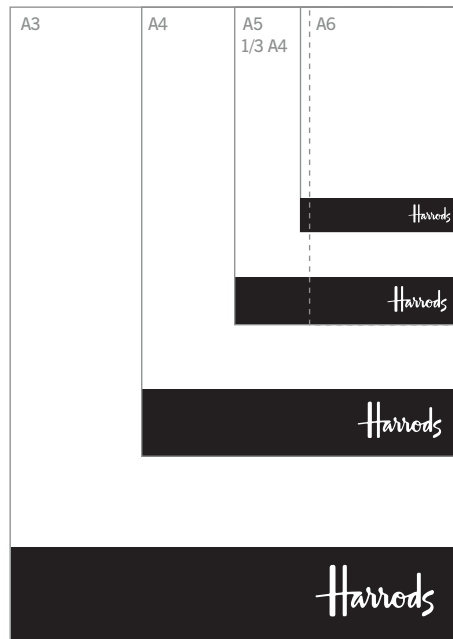
Harrods



Illustrations of co-branded advertising can be seen above. Both examples demonstrate the balance and hierarchy that should be aimed for.

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The brand band will work in any advertising format and is always calculated as the same proportion of any space. By following the simple rule we suggest on the following page you can ensure the height and width of the brand band is always in the same harmonious proportion to the height and width of the format it appears in, whether portrait or landscape.



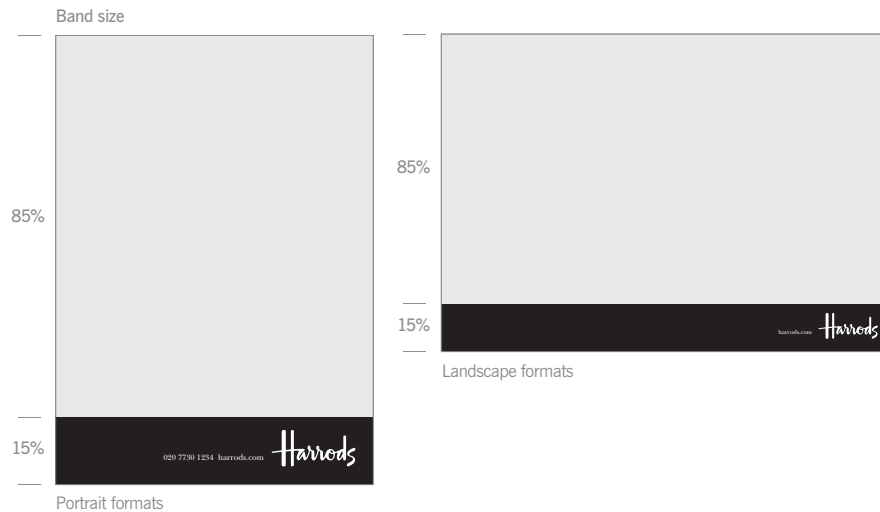
The brand band is designed to accommodate portrait and landscape formats from A6 to billboard sizes and beyond. The band height always remains 15% that of the format height whether portrait or landscape.

For sizes below A6 care must be taken so that the Harrods logotype is not reduced below its minimum permitted size and remains legible. Please refer to the Basic elements section of these guidelines for more information.

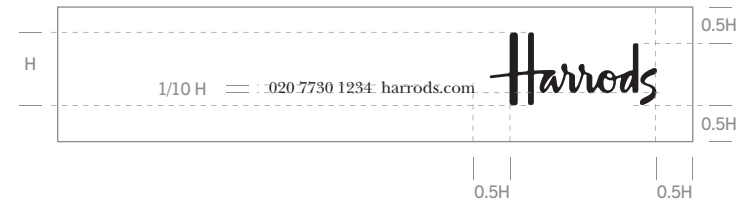
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The Harrods logotype and sign-off appear in a fixed position bottom right, and in a size proportionate to the space. Used consistently, this simple layout will make Harrods co-branded advertising significantly more visible and effective.



Sizing and positioning the Harrods logotype and sign-off



These simple principles create visual harmony and balance the branding elements. The height of the brand band is always 15% of the height of the format, whether portrait or landscape. The size of the logotype is calculated using the height of the capital H.

The Harrods sign-off can appear with or without the telephone number. The 'x'-height of the text is 1/10 the height of the Harrods 'H'. Please refer to the Basic elements section in these guidelines for more information.

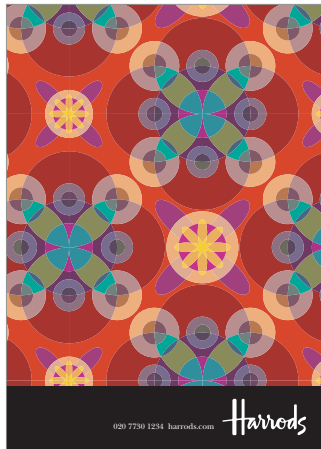
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The brand band can appear in one of three solid colours: green, black or white. For a lighter, subtler feel, the band can also appear as a translucent overlay in black or white, particularly on very neutral or uncomplicated backgrounds.



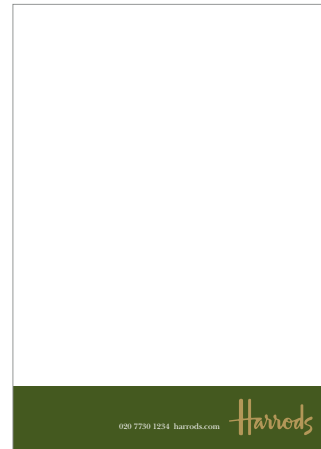
Solid bands



Black



White

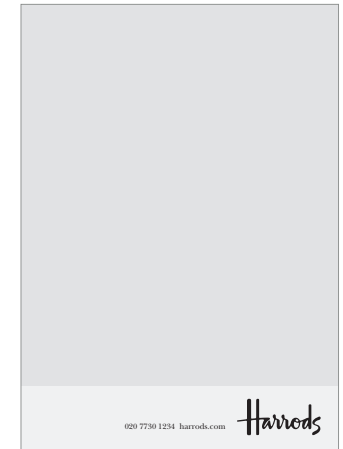


Green

Tinted bands



% of black



% of white

The brand band may appear in one of the three corporate colours or for certain applications as a tint of white or black. In general a solid band provides a safe field that ensures the visibility

of the Harrods logotype and sign-off on complex backgrounds. Tinted backgrounds may be used where the background is already neutral and a more subtle effect required.

The percentage of tint used is not fixed. The only requirement is that it is sufficient for the logotype and sign-off to remain clearly visible.

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The Harrods logo is written in a white, elegant, cursive script font.

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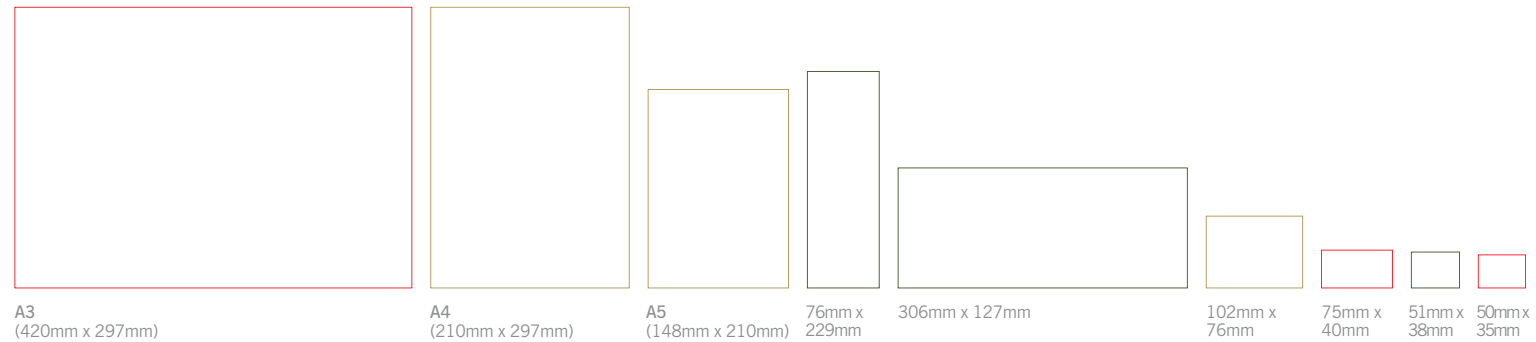
The Harrods logo is written in a classic, elegant cursive script. The letters are dark green and have a slightly irregular, hand-drawn quality. The 'H' is particularly large and prominent, with a long horizontal stroke that extends to the left.

Tickets are vital signposts for customers, providing essential information about products, pricing and promotions. Appearing in vast numbers and seen by millions, they are virtually a communication medium in their own right. The way ticketing expresses the Harrods brand identity is just as important as it is on Harrods advertising or a Harrods carrier bag. Ticketing must not only be clear, practical and fit for purpose, it must carry the true quality of the Harrods brand.

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Our formats have been designed to work for a wide range of ticket types, from product identification to pricing. We use only these nine sizes, usually displayed in clear, acrylic frames. Consistently using only these formats in this way makes our ticketing simple, clear and easily recognisable.

Ticket formats



Key

- All ticketing □
- General ticketing only □
- Sale ticketing only □

We use nine formats for ticketing. These are a combination of Imperial and ISO DIN 'A' sizes. Three sizes are used only for General ticketing, (colour coded green above). Three are used only

for Sale ticketing, (colour coded red above). The remaining three sizes (colour coded gold), can be used for both General and Sale ticketing. No other sizes or formats should be used.

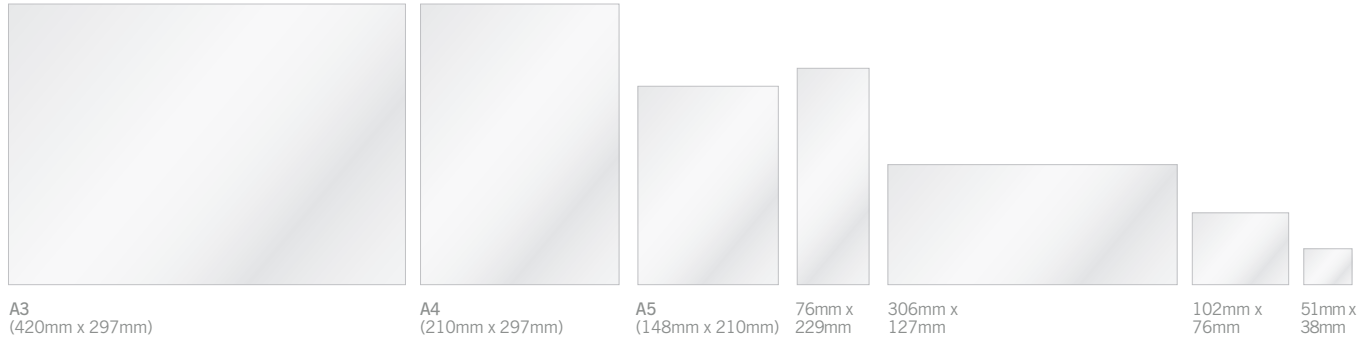
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Clear, acrylic holders carry our ticketing messages. These should always look clean and unscratched and be regularly checked for signs of wear and tear. The holders are available from the Sign Studio in a range of seven sizes, either as freestanding units or in flat forms that can be attached at the point of sale.

Clear acrylic holder sizes



Ticket holders are available in seven sizes, each with varying mounting options. Please consult the Sign Manager for further details.
All holders must be manufactured from 3mm thick clear acrylic, with

the edges finished to a polished or high standard.
No cracked, blurred, scratched or dirty units should be used. Additional information should never be attached, drawn or written on the holders.



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General ticketing is the first level of Harrods ticket messaging and sets the standards for our distinctive house-style. Primarily used to identify products and promotions it must work hard to differentiate our own messages from those of our partners and concessions. It should always create a calm and authoritative presence for the Harrods brand, even in the most hectic environment.

Harrods Baby Clothes
0-18 months
Harrods

Harrods
Sports Equipment
Harrods

History Craft
The Kelmscott Collection of home accessories is based on the William Morris border illustrations on the famous Kelmscott Chaucer.
Harrods

This department
is not participating
in the 10% day.
Harrods

Stephen Dweck
Exclusive to
Harrods
Harrods

The illustrations above show how to use the corporate elements to design general ticketing. New Baskerville Roman is our corporate font and is used for all messages emanating from the core of our business. These include core

area identification, product and other non-promotional information. It is always used in upper and lower case with tight letter and line spacing. The layout may be ranged left or centred depending upon the nature of the information.

The other weights and styles of New Baskerville should be used sparingly and only where emphasis is required. The Harrods logotype and main text must always appear in Harrods Green. Tints of the Green, and

Harrods Gold may be used for subservient texts or emphasis. The Harrods logotype should always be centred. See the Basic elements section for more information.

Main contents

Price ticketing is always designed and laid out in a consistent style. This is a simple, clear and well-established formula that creates impact and visibility for Harrods products. Its use of white space and distinctive typography makes it readily recognised and easy to read.



Mens Toiletries

Shaving Foam	16.00
Deodorant Stick	14.00
Deodorant Spray	12.00
Shower Gel	8.00

Harrods

Harrods Silver Plated Cutlery

Table Knife	30.00
Table Fork	23.00
Soup Spoon	23.00
Dessert Knife	25.00
Dessert Fork	20.00
Dessert Spoon	23.00
Coffee Spoon	15.00
Fish Knife	25.00
Fish Fork	23.00
Table Spoon	25.00
Cheese Knife	28.00
Salad Servers	60.00

Harrods

Mens Toiletries

Shaving Foam	16.00
Deodorant Stick	14.00
Deodorant Spray	12.00
Shower Gel	8.00

Harrods

The visual style of Harrods core product price tickets follows closely that of our general ticketing.

New Baskerville Roman is the main font used, with the other weights and styles reserved for emphasis. It is always used in upper and lower case with tight letter and line spacing. For pricing the text and prices are ranged left and right as illustrated above.

The Harrods logotype and main text must always appear in Harrods Green. On lists using a 50% tint of the Green every second line helps the viewer reference price information quickly.

The Harrods logotype should always be centred. See the Basic elements section for more information.

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The Harrods Sale is an event. High profile, exclusive and newsworthy, it is 'The Sale' in London. Twice a year, our Sale ticketing must reflect this, as well as providing all the necessary information. It must highlight key products with vibrancy and panache, setting them apart from other promotions, without compromising the integrity of our brand.

Harrods

THERE IS ONLY
ONE HARRODS

THE HOMEWARES
SALE PREVIEW

SATURDAY 2ND DECEMBER TO
SUNDAY 24TH DECEMBER 2006



020 7730 1234 harrods.com Harrods

THERE IS ONLY
ONE SALE
STARTS AT 9AM
TOMORROW



STORE OPENING TIMES
WED 9AM - 9PM
THUR 10AM - 9PM
FRI 10AM - 8PM
SAT 10AM - 8PM
SUN 12 NOON - 6PM

020 7730 1234 harrods.com Harrods

Six sizes are used for Harrods Sale ticketing. New Baskerville Roman is the main font used, with the other weights and styles reserved for emphasis.

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The Harrods logo is written in a dark green, elegant, cursive script font.

This section covers Harrods magazines, catalogues, brochures and marketing literature. These publications have a life outside the store, playing an important part in building Harrods' relationship with its customers. This section will show you how the identity can be best applied to printed publication formats, helping you create publications that bring the brand to life and recreate the Harrods experience in print.

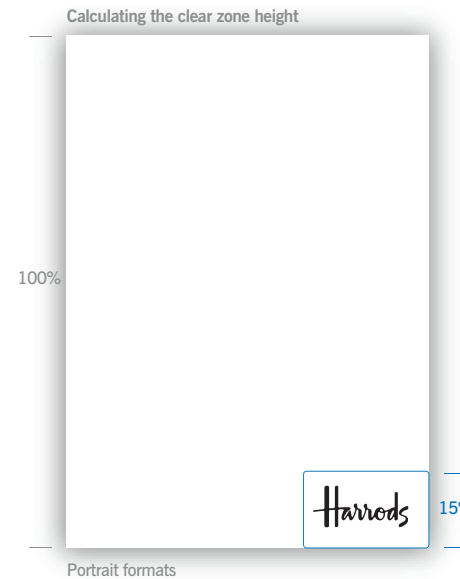
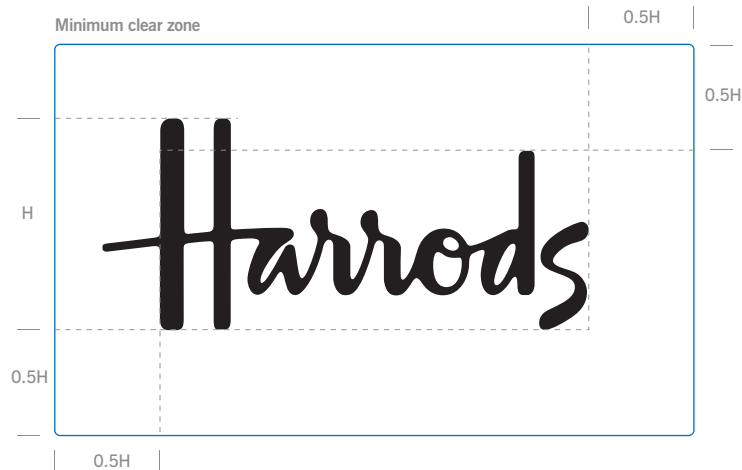
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With the exception of the Harrods magazine which has its own unique masthead design, the logotype should always appear in a fixed position and scale at the bottom right hand of the front cover.

Harrods



For publications we use the minimum clear zone to protect, locate and scale the Harrods logotype.

For portrait formats the height of this invisible clear zone is 15% of the format height. For landscape

formats it is increased to 20% of the format height.

The minimum clear zone perimeter is then used to anchor the logotype to the bottom right corner of the front cover.

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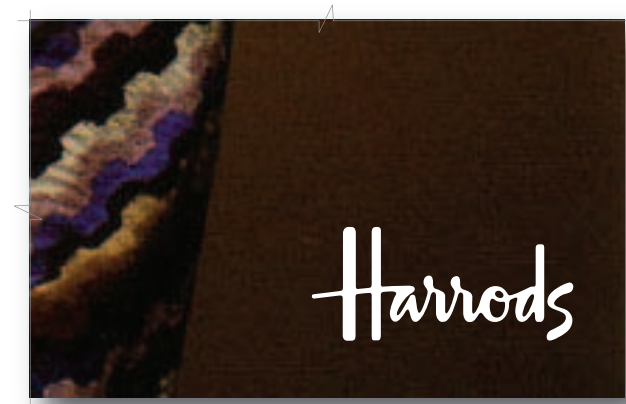
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An arresting front cover is a primary consideration in the design of all publications, but care must be taken to ensure the Harrods logotype is clear and visible, especially against photographic backgrounds. Regardless of the front cover colour scheme or concept, it should always appear in either black or white.

Harrods



On light solid or photographic backgrounds use the Harrods logotype in black. Try to ensure that the area where the logotype is placed is not too busy and of a consistent tone.



On dark solid or photographic backgrounds the logotype is used in white. Try to ensure that the area where the logotype is placed is not too busy and of a consistent tone.

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Editorial magazines, including the famous Harrods Magazine, are an exceptional case. They can carry their own unique masthead, shown in the two alternative illustrations, but must always be approved by our Brand Guardians.

Harrods



The Harrods magazine illustrated above is an example of an editorial publication. It is unique in that they have a carefully constructed, distinctive masthead for identification, replacing the Harrods logotype sign-off.



An alternative approach to the Harrods magazine masthead is to use the Harrods logotype, always remembering to follow the guides set out in the Basic elements section of these guidelines.

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Catalogues play an increasingly important role in supporting Harrods mail order and on-line shopping services. Front cover images are often rich and aspirational, but the logotype must always be clearly visible, appearing in the bottom right corner in black or white.

Harrods



The catalogue illustrated above, and all other catalogues should have a cover design which carries the Harrods logotype at the bottom right corner in either black or white.

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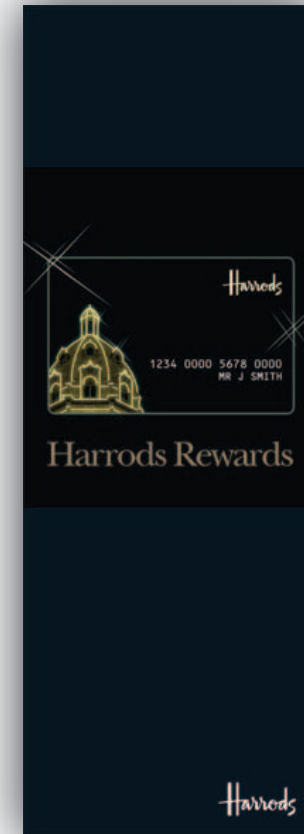
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Marketing literature is produced by many of our departments and there are no strict rules for its style or design aside from the one unifying element in the Harrods logotype. This must always appear at the bottom right of the front cover in either black or white.

Harrods



Promotional literature is often aimed at a specific audience for a limited period of time. It is free therefore to use its own styles, typefaces and colours to create a unique story, and attract customers.



Our reward scheme is key to our business success. Accompanying marketing literature must therefore reflect our values, style and personality more closely than promotional literature.

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The Harrods logo is written in a dark green, elegant, cursive script font.

Harrods is the world's most prestigious retail brand and every detail of our own garments and products should look and feel authentically Harrods. Our labels are desirable items in their own right and one the most important symbols of the Harrods brand for our customers. They must be correctly designed and consistently manufactured to the highest standards by our many approved suppliers around the world.

Applying the brand identity to small label formats without compromising quality, durability and legibility is a challenge. This section sets out some simple principles for applying the logotype to Harrods labels, dual brand labels and swing tags.

Harrods



Clothing and Household labels

This category is used to identify a Harrods product. It carries the Harrods logotype in one of the corporate colours and occasionally statutory information.



Dual brand labelling

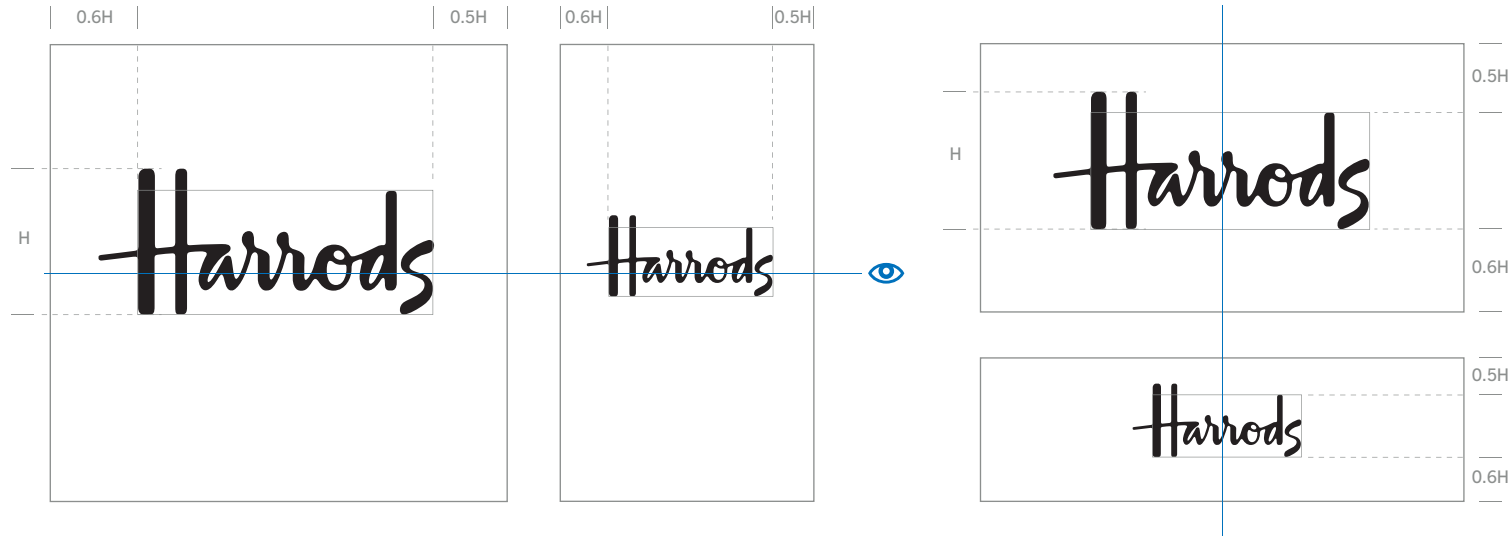
These labels indicate products that are sold in partnership with the supplier or retailer.



Swing tags

This category covers a multitude of tickets used to carry price and other information.

The Harrods logotype is the primary element on all labelling. By following the method explained here, the logotype will be consistently sized and correctly positioned, whatever the size or format. Always centre the logotype by eye rather than measurement as explained in the Basic elements section of this guide.



Labels come in a wide variety of formats and sizes. We therefore use a simple method for calculating and positioning the Harrods logotype. This is based on the height of the capital 'H' of the logotype (H).

On square and portrait formats a space equivalent to 0.6H or 60% of the height of the H is used to the left of the logotype. A space of 0.5H or 50% is left to the right. The logotype is centred vertically using the optical rather than

geometric centre line. On horizontal formats the same distances are used but above and below the H, 0.5H above and 0.6H below. Again, the logotype is centred horizontally using the optical rather than geometric centre. Using this

formula also means that the logotype never exceeds the minimum clear zone that must be left around it. Please refer to the Basic elements section of these guidelines for more details.

Our basic range of labels uses the logotype in various different combinations of the corporate colour palette as shown here. No other colour combinations are acceptable.

Harrods



Ref: Z118 90mm x 50mm



Ref: Y692 66mm x 38mm



Ref: Y689 47mm x 25mm



Ref: Y696 40mm x 20mm



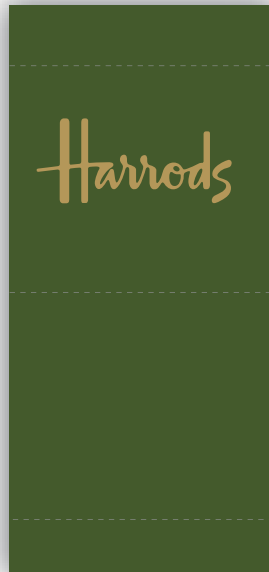
Ref: Y963 48mm x 16mm

Detailed information for the placement of these primary labels, as well as care and fibre labels, can be found in the relevant department buying office or from the House Stationery Department.

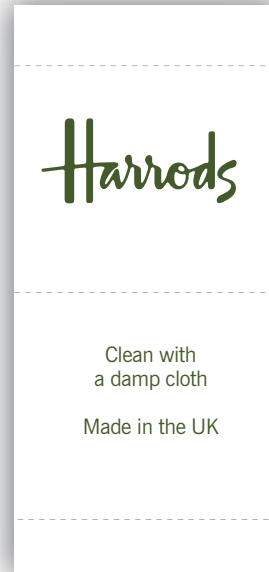
Primary labels should be placed to be viewed whilst care and fibre labels should be hidden from view. A range of age and size labels are also available.

Here are two examples of how the logotype can be best positioned in portrait and landscape label formats. Detailed information about positioning for other sizes and formats is available from the relevant buying team or the house stationery team.

Harrods



35mm x 75mm



35mm x 75mm



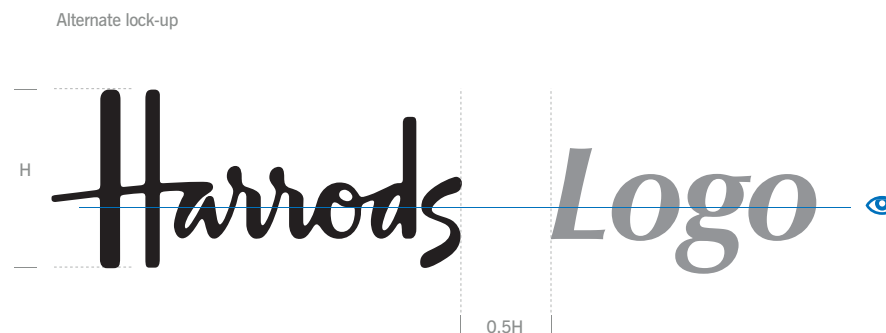
33mm x 115mm

If secondary texts are required they should be set in News Gothic. Please refer to the Typography section of these guidelines for more information.

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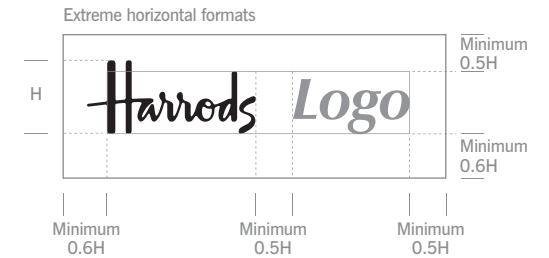
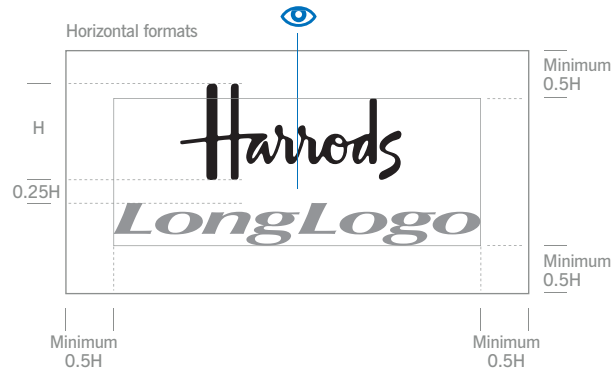
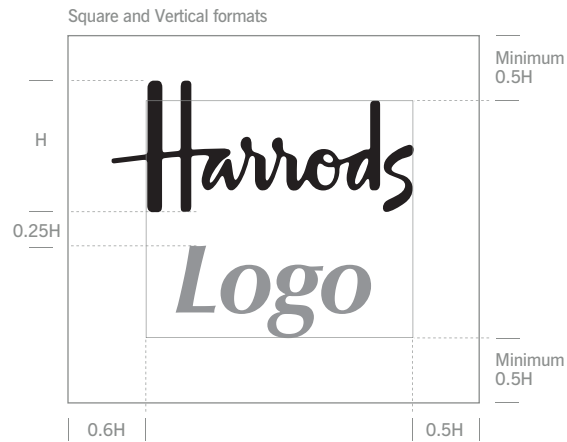
Here are two examples of how to use the Harrods logotype in a fixed relationship with another brand's logo, in both portrait and landscape formats. We call this a dual brand lock-up. Follow these simple rules to ensure the Harrods logotype appears in the dominant position and in correct proportion to the partner, as shown here.



The standard lock-up has the Harrods logotype always above the other brand mark with a fixed distance between them. The brand mark should never be sized to dominate the Harrods logotype but may appear smaller.

The alternate lock-up is reserved for extreme vertical formats where the use of the standard option would reduce the size of the marks significantly.

When using the Harrods logotype in a lock up with another brand's logo, the two elements must be carefully sized to ensure that the invisible clear zone space around the Harrods logotype is always protected. Specific dimensions are used for different formats, as shown here.



When the Harrods logotype is used alone, we use a simple method for calculating the size of the clear zone that must be left around the lock-up. This is based on the height of the capital 'H' of the logotype (H).

For square and portrait formats a space equivalent to 0.6H or 60% of the height of the H must be left to the left, and below, the lock-up.

For horizontal formats a minimum space of 0.5H or 50% is left around the entire lock-up. The logotype is also centred vertically using the optical rather than geometric centre line.

For extreme horizontal formats the two logotypes are placed side by side with the Harrods logotype always appearing left.

Please refer to the Basic elements section of these guidelines for more information about the clear zone.

Swing tags are used for branding and pricing garments and products on the shop floor. White Swing tags are used for fashion areas only while Green and Gold Swing tags can be used anywhere in the store.

Harrods



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The Harrods logo is written in a white, elegant, cursive script font.

Stationery

Brand identity
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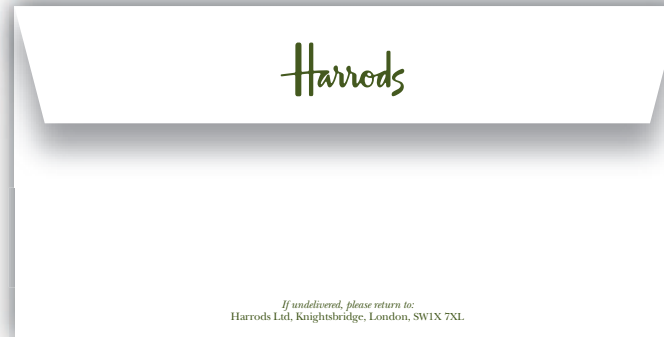
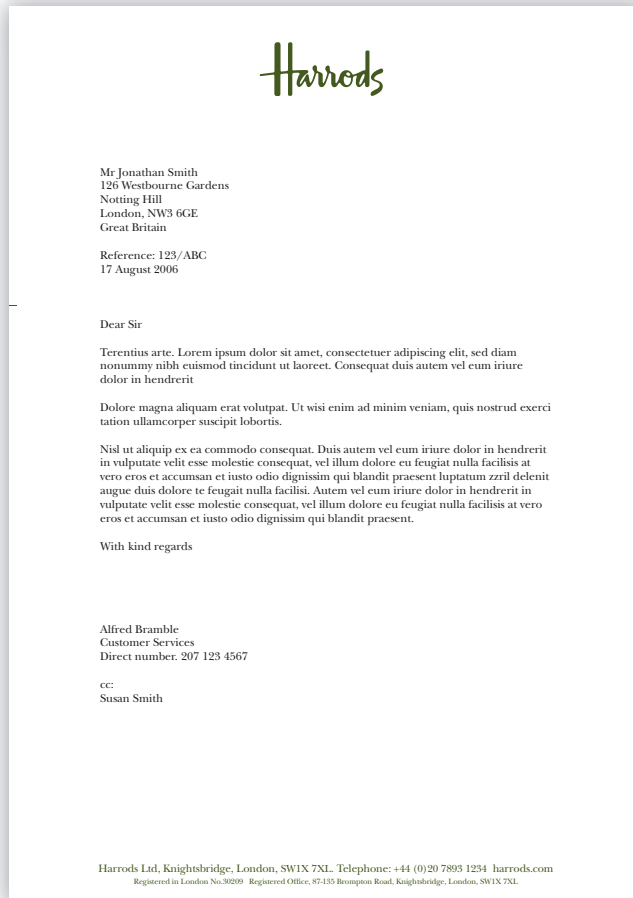
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The Harrods logo is written in a dark green, elegant, cursive script font.

Even in a retail business, stationery is important. It is one of the purest expressions of the brand identity. The way the logotype, typography and paper are used all represent the integrity and values of the Harrods brand. Any communication on our headed paper must look, feel and read as if it is quintessentially Harrods. This section includes simple principles for applying the identity to stationery.

The logotype, printed in Harrods Green, is the hero of the Harrods stationery range. The logotype is always centred and no other element should appear above or near it. Identical, high quality paper stock should be used for letterhead, continuation paper, compliment slips and envelopes.



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Space around the logotype should always be protected by the margins shown here. Text always appears in the corporate typeface, laid out and justified to the left as shown. Continuation paper must do exactly what it promises, seamlessly continuing the reader's experience with this consistent design and text layout.



88 | 36

12

44

① Harrods

Mr Jonathan Smith
125 Westbourne Gardens
Notting Hill
London, NW3 6GE
Great Britain

Reference: 123/ABC
17 August 2006

④

Dear Sir

③ Terentius arte. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. Consequat Duis autem vel eum iriure dolor in hendrerit

Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

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With kind regards



Alfred Bramble
Customer Services
Direct number. 207 123 4567

cc:
Susan Smith

② Harrods Ltd, Knightsbridge, London, SW1X 7XL. Telephone: +44 (0)20 7893 1234. harrods.com
Registered in London No.30299 Registered Office: 67-113 Brompton Road, Knightsbridge, London, SW1X 7XL.

10

30 | 150 | 30

Left margin | Right margin

56

① Harrods

vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent. Terentius arte. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. Consequat Duis autem vel eum iriure dolor in hendrerit.

③

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Nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent.

Consequat Duis autem vel eum iriure dolor in hendrerit. Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

With kind regards



Alfred Bramble
Customer Services
Direct number. 207 123 4567

cc:
Susan Smith

Continuation paper

Letterhead paper

The format is the ISO standard A4 portrait, 210mm wide by 297mm high.

Always use a high quality white stock with a matt finish, chlorine free and with a weight of at least 90gsm. Never use stock that is watermarked or has a laid or wove pattern or texture. Off whites such as ivory and cream should never be used for standard headed paper.

Always ensure reproduction of the Harrods logotype is of the highest quality and consistency.

1. Harrods logotype

Always printed in one special colour to match Harrods Green, (Pantone® 574C).

2. Address details

All text set in New Baskerville Roman, to measure of 150mm, and printed to match Harrods Green. First line in 10.5/11pt., second line set in 7.5/11pt. All numerals and post codes set 0.5pt smaller.

3. Main text font style

New Baskerville Roman 11/13pt. New Baskerville Italic and Bold styles may be used for emphasis only. Text is always printed in black.

4. Fold Line

Harrods Green.

NOT TO SCALE

All dimensions are in millimetres

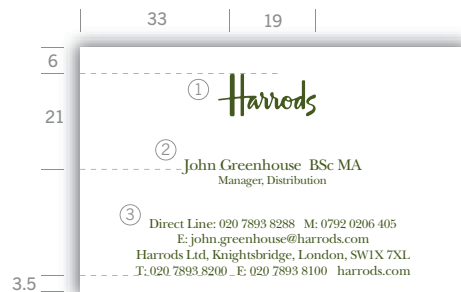
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Harrods compliment slips and business cards are used in our most personal communication. Our business cards carry the core identity and are valued by contacts all over the world. They must be high quality, classic and durable. Compliment slips are used for informal notes but must still be produced to the same high standards.



Compliment slip



Business Card (Front)



Back (Optional)

Compliment slip

The format is 1/3 A4 landscape, 210mm wide by 99mm high. Always use a high quality white stock with a matt finish, chlorine free and with a weight of at least 90gsm. Never use stock that is watermarked or has a laid or wove pattern or texture. Off whites such as ivory and cream should never be used for compliment slips. Always ensure reproduction of the Harrods logotype is of the highest quality and consistency.

1. Harrods logotype

Always printed in one special colour to match Harrods Green, (Pantone® 574C).

2. With compliments

Set in New Baskerville Italic 12.5pt. Character spacing -25. Printed in Harrods Green.

3. Contact details

Set in New Baskerville Roman 8.5/10pt. All numerals and post codes set 0.5pt smaller. Character spacing -25. Printed in Harrods Green.

Business card

The format is landscape, 85mm wide by 55mm high. Always use a high quality white stock with a matt finish, chlorine free and with a weight of at least 350gsm. Never use stock that is watermarked or has a laid or wove pattern or texture. Off whites such as ivory and cream should never be used for standard business cards. Always ensure reproduction of the Harrods logotype is of the highest quality and consistency. The optional card reverse or back features the Harrods logotype printed in Harrods Gold on a Harrods Green background.

1. Harrods logotype

Always printed in one special colour to match Harrods Green, (Pantone® 574C).

2. Name/title, department

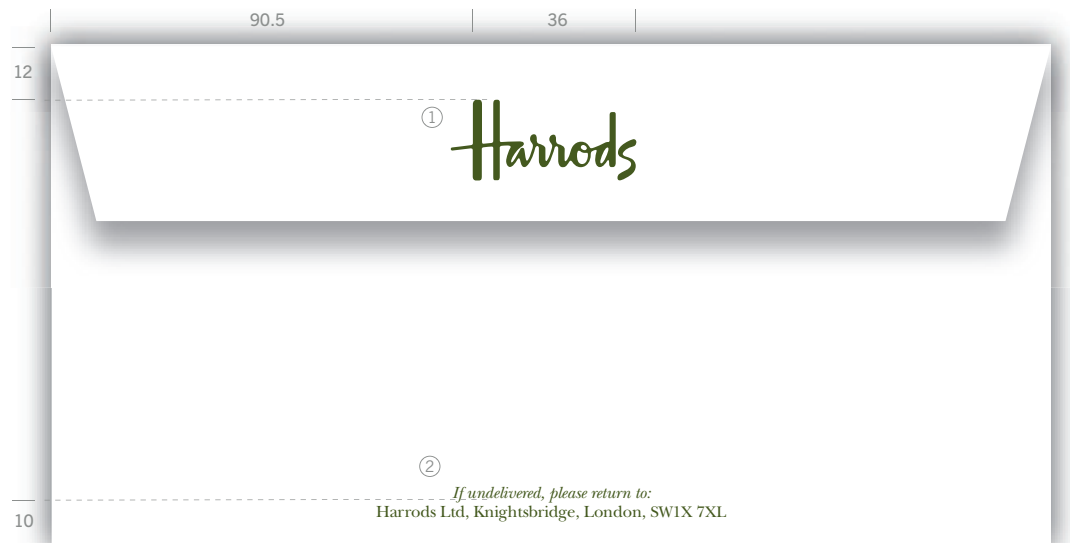
Name set in New Baskerville Roman 10pt, title in 7.5/9pt. Character spacing -25. Printed in Harrods Green.

3. Contact details

Set in New Baskerville Roman 8.5/10pt. All numerals and post codes set 0.5pt smaller. Character spacing -25. Printed in Harrods Green.

Harrods envelopes have a practical and positive function. They must fit perfectly with our other stationery items in their quality, consistency and materials. First impressions are important. Our logotype always appears on the outside of the envelope, reproduced to the highest standard.

Harrods



Envelope

The DL format envelope measures 220mm wide by 110mm high. It is intended to carry an A4 format letter folded in thirds.

It must be white with a matt finish, chlorine free and with a weight of at least 100gsm. Never use stock that is watermarked or has a laid or wove pattern or texture. Off whites such as ivory and cream should never be used for envelopes. When using ready made envelopes make sure that they are in line with specifications above. In addition do not use envelopes with illustrative or branded security patterns. Window envelopes should also not be used for business stationery.

Always ensure reproduction of the Harrods logotype is of the highest quality and consistency.

1. Harrods logotype

Always printed in one special colour to match Harrods Green, (Pantone® 574C).

2. Contact details

Text set in New Baskerville Roman and Italic, 10.5/12pt. Post code set 0.5pt smaller. Printed to match Harrods Green.

NOT TO SCALE
All dimensions are in millimetres

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The quality of our brand presentation can be severely compromised by faxing. To avoid difficulties with legibility, use only high quality, original Harrods fax cover sheets for transmission. These should be produced to the guidelines shown here or by using the electronic document templates available.



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30 | 150 | 30

Left margin | Right margin

① Harrods

To	Fred Winterbottom	From	John Greenhouse
Company	Sign Systems	Title/Dept	Manager Distribution
Facsimile	0207 123 4567	Facsimile	0207 345 6789
Pages	7	Telephone	0207 234 8000
Date	17 August 2006		
Reference	123/ABC		

③

④ Facsimile

Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis. Nisl ut aliquip ex ea commodo consequat.

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⑤

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② Harrods Ltd, Knightsbridge, London, SW1X 7XL.
Telephone: +44 (0)20 7893 1234 harrods.com

Facsimile cover sheet

All elements on the facsimile cover sheet are printed in black. Always ensure reproduction of the Harrods logotype is of the highest quality and consistency.

1. Harrods logotype

Always printed 100% black.

2. Address details

Set in New Baskerville Roman 14/16pt. All numerals and post codes set 0.5pt smaller. All printed 100% black.

3. Origin/Destination text

Set in News Gothic Roman 12/18pt, -25 character spacing. Printed 100% black.

4. Main title

New Baskerville Roman 36pt., Character spacing -25. Printed 100% black.

5. Main text font style

New Baskerville Roman 14/18pt. New Baskerville Italic and Bold styles may be used for emphasis only. Prints 100% black.

NOT TO SCALE

All dimensions are in millimetres



Dear (Name)

- ① Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Yours sincerely,

- ② Firstname Surname
Job Title
Harrods

- ③ DL: 020 7225 1234
T: 020 7730 1234
F: 020 7225 4321
E: firstname.surname@harrods.com



This message has been sent via the Internet. Internet communications are not secure against interception or modification. Harrods Ltd therefore can not guarantee that this message has not been modified in transit. This message and any files transmitted with it are confidential and intended solely for the use of the addressee. If you have received this message in error please notify the sender and destroy your copies of the message and any attached files. Harrods Limited Registered in London Company Number 30209 Registered Office: 87-135 Brompton Road Knightsbridge London SW1X 7XL

Email is a digital format that has replaced many traditional forms of communication. Despite its convenient nature, content should be written to a high standard of grammar, succinct and non-contentious. Every email must contain the correct Harrods sign-off.

Email sign-off

It is good practice for Harrods' staff to compose and sign off all their emails in a consistent way. Every email should include the individuals details, in the same order, as shown on the left. Firstly the senders name and position within the business. Then, their direct telephone number (DL) and direct Fax if they have one, the main switchboard number or that of the departmental secretary. Finally, their correct Harrods email address. Two line spaces are left before the disclaimer appears.

1. Body copy

Set in Arial Regular 10pt., colour black.

2. Name and Title

One line space between end of letter and name. Set in Arial Regular 10pt., colour black.

3. Contact details

One line space between end of title and contact details. Set in Arial Regular 10pt., colour black.



NB: This disclaimer is automatically added to every email that leaves our server. The user is therefore not required to add this information when writing an email.

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The Harrods logo is written in a dark green, elegant, cursive script font.

Harrods is a shopping experience. Every sense is fully engaged by its range, choice and sheer glamour. The internet brings new opportunities and new customers wanting to explore Harrods in a different way. Our brand identity is a major resource in successfully recreating the Harrods experience on-line.

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The Harrods.com home page sets the style for the whole site. It must reassure, inform and seduce. The Harrods brand identity – basic elements and typography – should be very much in evidence, the navigation system simple and easy to use and the content persuasive and seductive. Please see the Basic elements section for help with positioning and scaling the core elements.

Harrods



Although the messages on the home page are continuously updated there are some key elements that must remain constant if the brand integrity is to be maintained.

The green identification band carrying the Harrods logotype should remain fixed. The style of the menu bars should adhere to the Brand identity guidelines. They should be a stable element of the page design.

Main contents

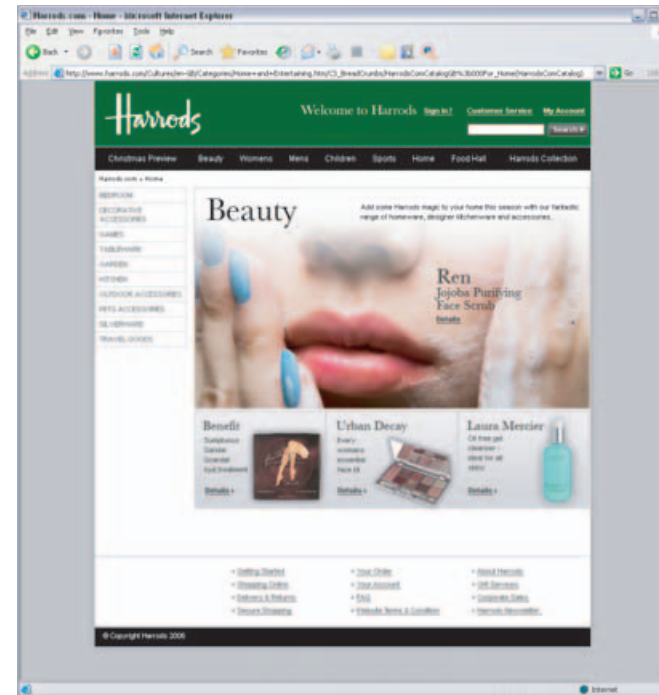
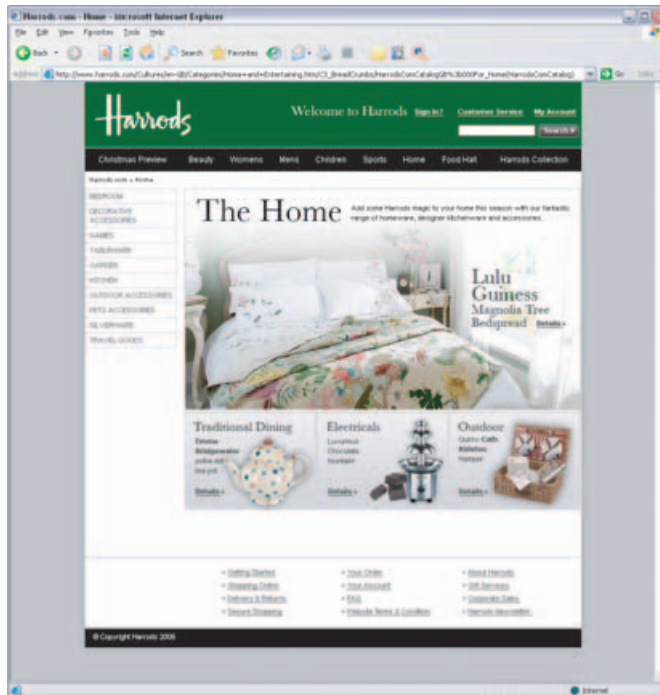
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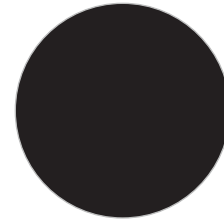
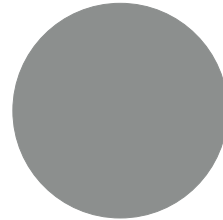
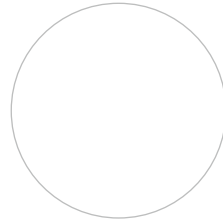
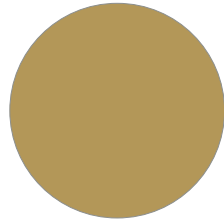
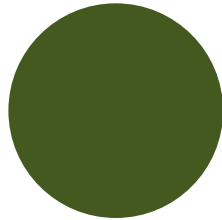
The Harrods.com landing pages should follow the style set by the home page, with the elements of the brand identity used in clear, consistent and stable formats. Always use corporate typefaces where possible unless a promotional campaign specifically requires a different typographic treatment.

Harrods



The two landing page examples left show how New Baskerville and News Gothic should be used for headlines and headings, and enforce our core identity.

Primary graphic and typographic elements such as menus, navigation bars and headlines should always use the core Harrods colour palette where possible, as shown here. RGB colour references are provided to help you achieve accurate colour matching in on-line applications.



Harrods Green
RGB: R58 G75 B1
HEX: 3A4B01

Harrods Gold
RGB: R131 G127 B68
HEX: 837F44

Harrods White
RGB: R255 G255 B255
HEX: FFFFFFFF

Harrods Silver
RGB: R131 G127 B119
HEX: 837F77

Harrods Black
RGB: R0 G0 B0
HEX: 000000

Please do not attempt to visually colour match from print-outs or on-screen colours, as printing conditions and screen resolution

may result in variations in colour shade. For accurate colour matching use the RGB references shown to the right hand side.

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Wherever possible, the two Harrods corporate typefaces, New Baskerville and News Gothic, should be used for Harrods on-line applications. The Arial typeface family is also acceptable for small text and body copy within digital medium.



New Baskerville
This is our primary typeface. Within screen applications it should be used for headlines, headings and large text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

News Gothic
This is our secondary typeface. For screen applications it is reserved for small titles and secondary headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular/Italic
This is NOT a corporate font. It is only used on screen applications and only for body copy or small texts. Arial Italic is reserved purely to provide emphasis in body copy, or for captions to pictures and illustrations.

Arial Regular
Arial Italic

Arial Bold/Bold Italic
This is NOT a corporate font, however, in certain circumstances it can be used for on-screen applications. Arial Bold/Italic can be used for headlines or to emphasise body copy in this instance.

Arial Bold
Arial Bold Italic

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Harrods

Harrods is home to the most exciting luxury brands in the world. We value these unique relationships, and as our business develops, so do new strategic partnerships. With shared interests, mutually beneficial promotions are the lifeblood of any retail business. This section explains how to use the Harrods brand identity to create effective, co-branded communications that will help us to build better business relationships.



NB: All partnership brand marks must be agreed with a Brand Guardian prior to their use. Their application must also conform strictly to the guidelines outlined in this section.

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Strong partnerships help Harrods remain a leader and innovator, continually bringing new experiences and products to customers. This section shows how to make the Harrods brand identity work effectively in co-branded communications, including sponsorship and promotion involving more than one partner.

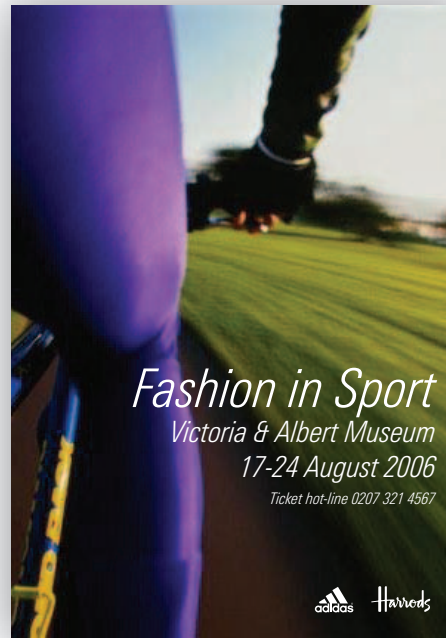
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Joint promotions



Harrods

Sponsorship



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The nature of our relationship with partners sometimes requires explanation. This can be clearly and simply communicated by attaching a brief descriptor below the Harrods logotype. This must always appear in a fixed size, style and relationship to the logotype and never in a way that compromises it.



The descriptor appears in a fixed relationship with the Harrods logotype. It is set in New Baskerville Bold Italic.

The Harrods logotype and descriptor always appear in the same colour. Only approved colour combinations are permissible. These can be found in the relevant sections of these guidelines.

Never mix colours, even corporate ones. Never change the descriptor style, size or position, nor add further elements or create new or unapproved descriptors.

Main contents

When the Harrods logotype is used alone or with a descriptor, it is critical that the clear zone around them is fully observed. This ensures they always appear in a clear and balanced relationship. Find out more in the Basic elements section.

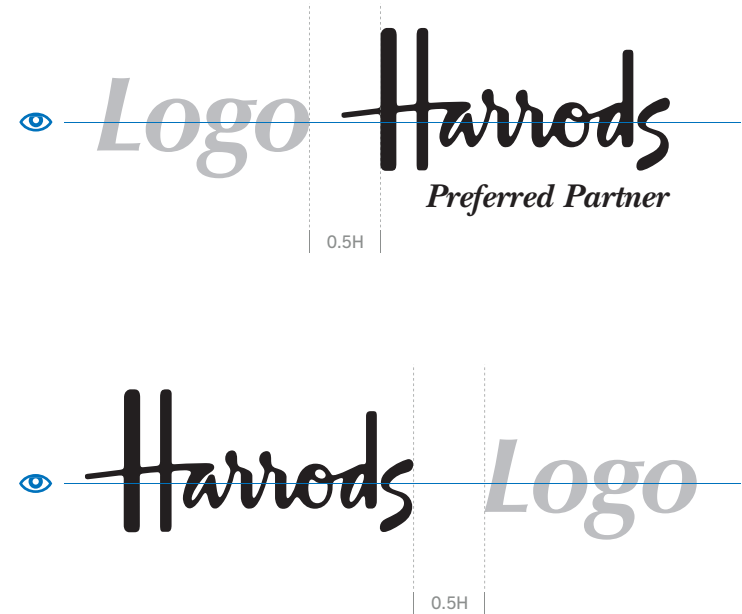
Harrods



An invisible clear zone protects the Harrods logotype and descriptor. The size of the zone is determined by the height of the 'H' of the Harrods (as a unit of measurement H).

Remember, this is the minimum recommended clear zone area and more space around the elements will always aid visibility.

The Harrods logotype can appear in almost any position in relation to another brand name or logo. Here are just a few examples and please refer to the Basic elements section for more information about positioning the Harrods logotype correctly.



The Harrods logotype appears in a variety of positions depending upon the application type. Therefore, when aligning other brand marks with our's please ensure that the Harrods logotype is correctly positioned. Then choose

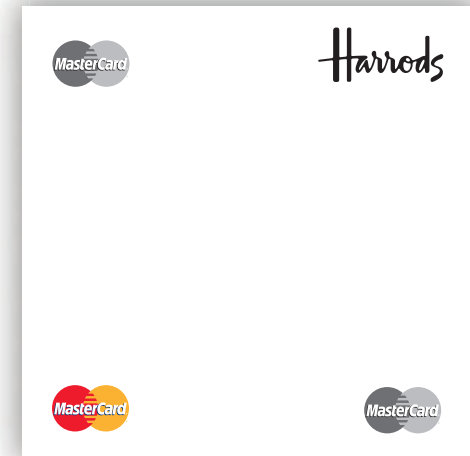
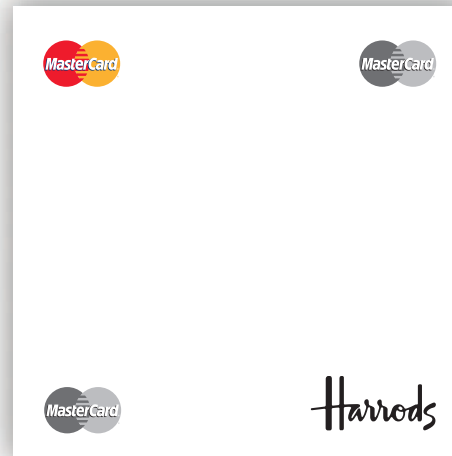
the most appropriate alignment from above. Also ensure that the two brand marks are visually equal in size.



NB: When using a descriptor with the logotype make sure that the minimum clear zone is still used.

Joint promotions with our partner brands are an important part of our marketing activity. The Harrods identity must work with those of its partners in a variety of media and formats. To avoid conflict and achieve harmony, here are some solutions for a range of different applications.

Harrods

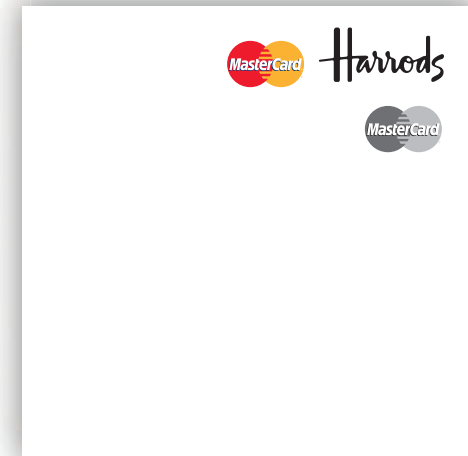
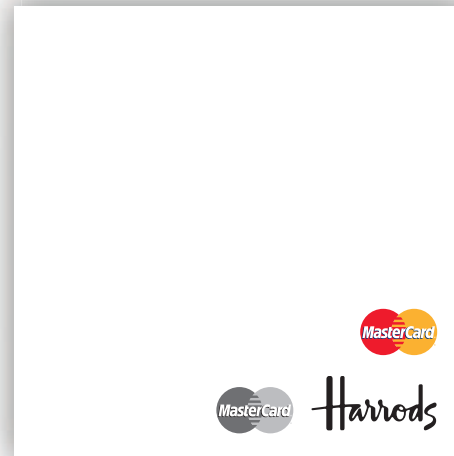
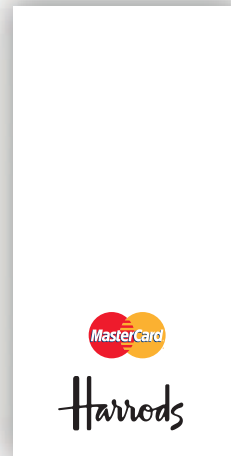
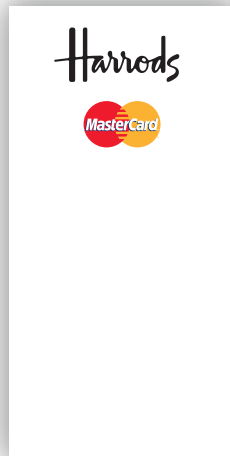


Wherever possible the two brand marks should be kept well apart. The size and exact position of the Harrods logotype will depend upon the application type.

Please refer to the Brand identity guidelines for more information.

When formats are small or space is limited, the Harrods logotype may appear in close proximity to that of a partner. Always ensure the two logotypes are balanced and follow our guidelines for setting the invisible clear zone around the Harrods logotype. See the Basic elements section for more help.

Harrods



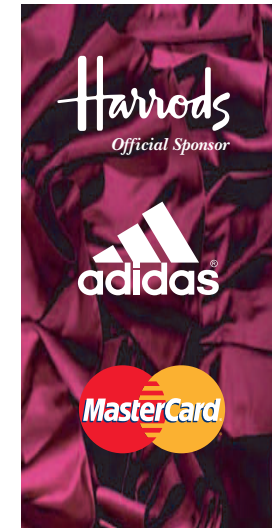
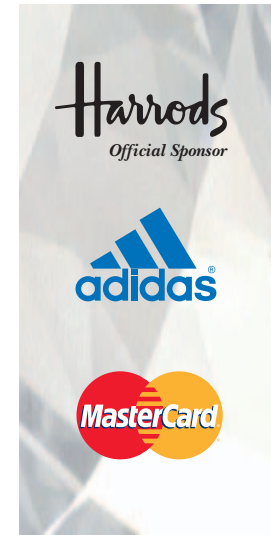
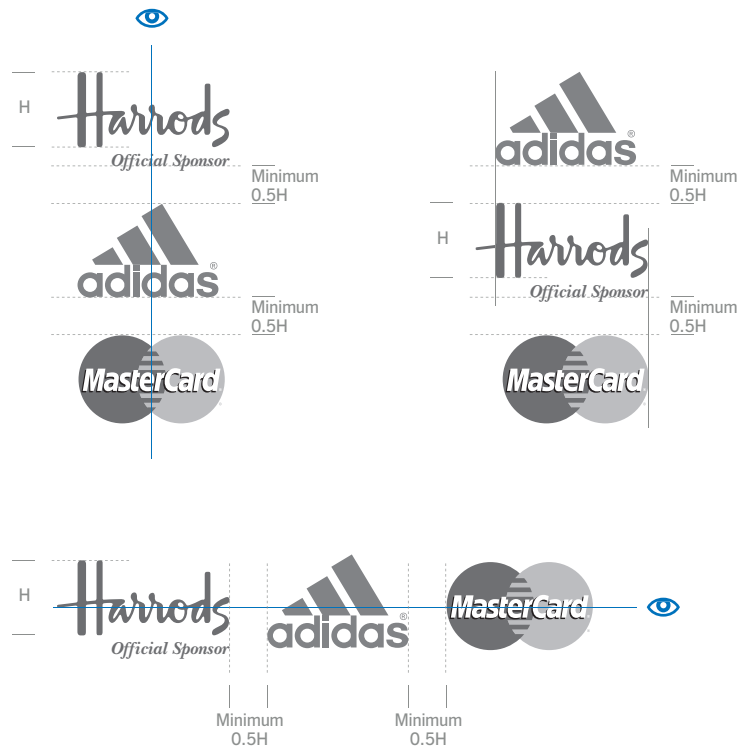
When another logo needs to appear in close proximity to the Harrods logotype, our logotype should always be positioned closer to the format edge. Their size and exact position will depend upon the application type.

Please refer to the Brand identity guidelines for more information.

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- Logotype position
- Promotional co-branding
- Logotypes in close proximity
- Harrods logo & multiple partners

The Harrods logotype often appears as a joint sponsor of events or promotions with more than one other partner. These few simple rules are designed to protect the Harrods logotype and to ensure it always appears in an appropriate size, position and space.



When the Harrods logotype /descriptor is used by a third party, partners or sponsors always insist that the clear zone around it is respected.

The preferred alignment is centred both vertically and horizontally, although ranged left or right is also permissible, particularly where the layout style dictates. Always use the optical rather than geometric centre when positioning the marks.

The Harrods logotype must always appear in one of our corporate colours which should be chosen to provide maximum legibility. On light backgrounds that interfere with the visibility of the Harrods logotype/descriptor it should appear

in Harrods Black or Green. On dark backgrounds the use of the logotype/descriptor in white is recommended. Try to ensure that the area of the image where the logotype is placed is not too busy and of a consistent tone.

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The Harrods logo is written in a dark green, elegant, cursive script font.

Harrods staff communicate with suppliers, consultants and other businesses extensively and on a regular basis. How we compose our presentations is as important as the letters we write and the emails we send to them. Each must convey professionalism and integrity, and be on-brand as if it were communicating with a retail customer.

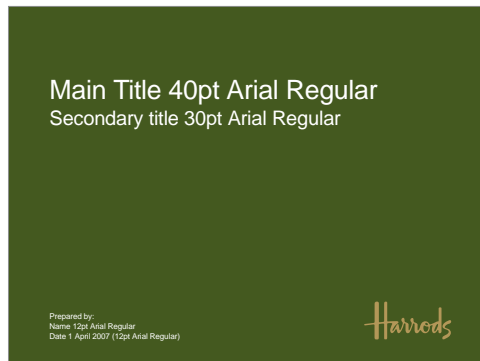
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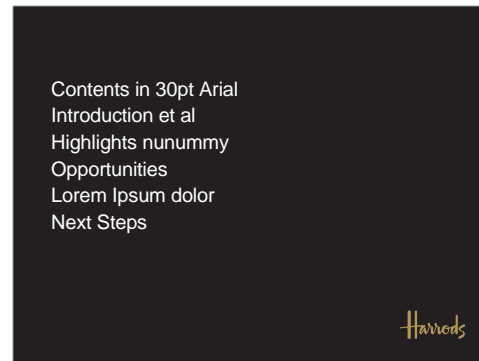
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Our PowerPoint® templates follow a similar style to other literature (except the font). They not only reinforce our identity but help the individual to make concise, engaging presentations.

1. Presentation title slide



2. Contents slide



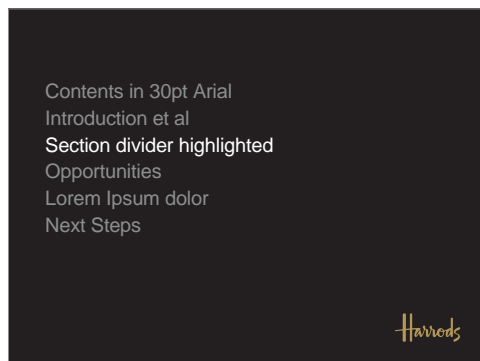
1. Presentation title slide

This slide, together with the end slide, use the Harrods Green as a background colour. The Harrods logotype appears in Harrods Gold. Titles should be short and succinct. No images or other text must appear on this slide. Text/boxes must not be resized or the template layout re-arranged.

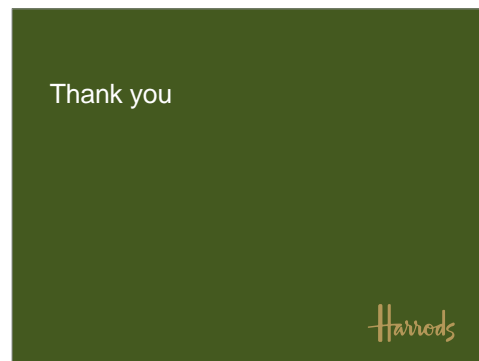
2. Contents slide

This slide, together with the section divider slides, use the Harrods Black as a background colour. The contents appear in white as indicated. No images or other text must appear on this slide. Text/boxes must not be resized or the template layout re-arranged.

3. Section divider slides



4. End slide



3. Section divider slides

These slides help to navigate the viewer through the presentation content. They are identified by their black background and for this reason this colour should be used sparingly on other slides. The current section text is highlighted in white with all other section names in Harrods Silver. Section titles should be short and succinct. No images or other text must appear on this slide or any of the text boxes re-arranged.

4. End slide

This slide provides a consistent way of terminating slide presentations. Together with the first slide it uses a Harrods Green background. For this reason this colour background should be used sparingly on other slides.


Text slides all share a common white background. A variety of text layout options appear in the template to allow for varying amounts of copy and information. As a general rule however texts should be kept short and to the point.



1. One column slide

Heading in Arial Title Case 30pt


Where a paragraph or phrase is required, use Arial 20pt, 24pt or 30pt in Harrods Green with normal line spacing. *Use Arial Italic for emphasis where required.* Try not to make text too long and if necessary continue on another slide.



2. Two column text slide

Heading in Arial Title Case 30pt

SUB-HEADS IN CAPS. Where a paragraph or phrase is required, use Arial 20pt, 24pt or 30pt in Harrods Green with normal line spacing.	SAME SIZE AS TEXT Where a paragraph or phrase is required, use Arial 20pt, 24pt or 30pt in Harrods Green with normal line spacing.
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1. One column text slide

All text slides use a white background. Headings and sub-headings are styled as indicated and are in the Harrods Gold with other text in Harrods Green. Texts should be short and succinct. Text/boxes must not be resized or the template layout re-arranged. Images should also not be used on this slide type.

2. Two column text slide

This slide allows for two columns of text, useful for comparison texts or listings. The graphic style follows that of the one column text slide.

3. Word/phrase slide


British



4. Bullet slide

Heading in Arial Title Case 30pt

YES 20, 24 or 30pt Arial Regular Et al Vidi Valorum	NO Lorem Ipsum Dolor Sit Amet
--	--



3. Word/phrase slides

Words, phrases and numbers can be made more memorable by appearing in isolation within a presentation. They should always be set in Arial, in one of the corporate colours.

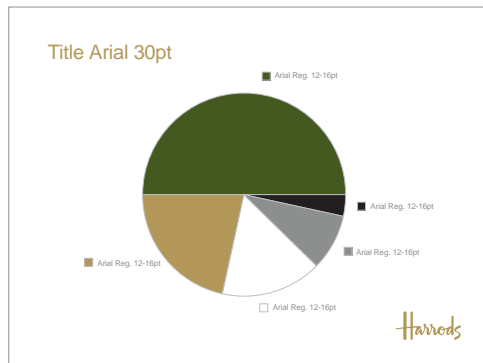
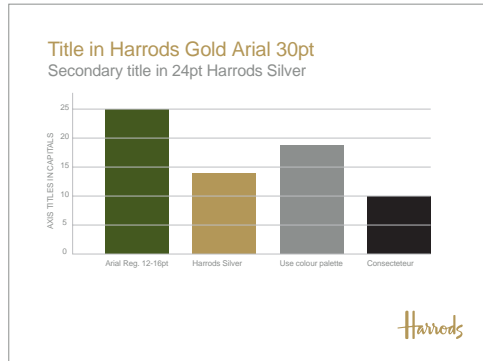
4. Bullet slide

This slide allows the listing of words or short phrases in one or two columns. The corporate colours can be used to differentiate texts between or even within columns.

The most engaging presentations often contain graphic images to reinforce the message. We have a number of ways of dealing with images depending upon their size and style.



1. Graphs and charts



2. Image slides



1. Graphs and charts

Statistical information can be provided in a number of ways. For these variations to have some cohesion and reflect our identity a number of simple rules must be followed. All graph and chart slides must use a white background. The Harrods colour palette must be used in the order indicated; Harrods Green, Gold, White, Silver and Black. If more colours are required tints or lighter shades of this palette may be used.

2. Image slide

Image slides can appear with text, on a white background using the two column image and text template.

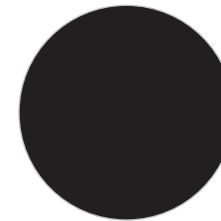
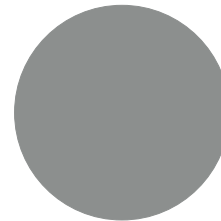
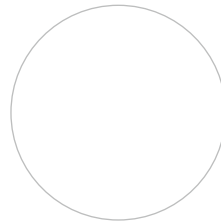
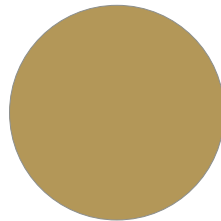
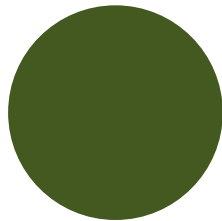
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The PowerPoint® templates already carry the core Harrods colour palette built in. Below are the RGB colours for your reference to create elements outside of the program.

Harrods



Harrods Green
RGB: R58 G75 B1
HEX: 3A4B01

Harrods Gold
RGB: R131 G127 B68
HEX: 837F44

Harrods White
RGB: R255 G255 B255
HEX: FFFFFFFF

Harrods Silver
RGB: R131 G127 B119
HEX: 837F77

Harrods Black
RGB: R0 G0 B0
HEX: 000000

Please do not attempt to visually colour match from print-outs or on-screen colours, as printing conditions and screen resolution

may result in variations in colour shade. For accurate colour matching use the RGB references shown to the right hand side.