Boots

International Retail

Asia Design Catalogue
v18

2025

Contents

The
Boots
Group

Contents

The
Boots
Group

Contents

Boots Logo

This section provides clear guidance on how to use the Boots logo and apply.

LOGO 'STANDALONE'

The standalone logo is exclusively for use on fascias and should only be used when the '1849' lock-up doesn't fit or isn't market appropriate.

25% of x

x

25% of x

CLEAR SPACE

For this logo, allow 25% of the height of 'Boots'.

FIXED ASSET

Logo & Lock-ups should not be altered or redrawn.

BOOTS BLUE
PANTONE 282

C	100	R	5
M	95	G	5
Y	4	B	75
K	42		

HEX	RAL
#05054B	5013

WHITE

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

HEX	RAL
#FFFFFF	9003

COLOUR

The Boots blue version of the logo should always be used, unless on a very dark background, when a white option can be used.

The Boots Group

LOGO 'LOCK UP'

The 'Since 1849' lock-up is for use on fascias and heritage communications only.

PRIMARY

This is the version to be used on most formats.

EXTREME

The extreme version is to be used where there are space restrictions.

25% of x

x

15% of x

25% of x

CLEAR SPACE

For this logo, allow 25% of the height of 'Boots'.

FIXED ASSET

Logo & Lock-ups should not be altered or redrawn.

BOOTS BLUE PANTONE 282		WHITE	
C 100	R 5	C 0	R 255
M 95	G 5	M 0	G 255
Y 4	B 75	Y 0	B 255
K 42		K 0	
HEX	RAL	HEX	RAL
#05054B	5013	#FFFFFF	9003

COLOUR

The Boots blue version of the logo should always be used, unless on a very dark background, when a white option can be used.

The
Boots
Group

LOGO CROPS

LOGO 'BO' CROP

We have created a logo crop, 'Bo', as a fixed crop from the standalone logo.

WHERE TO USE

Use the 'Bo' crop selectively on touch points where brand recognition is needed.

Example: Bags and store environment

BOOTS BLUE PANTONE 282		ACCENT BLUE PANTONE 2174		WHITE	
C 100	R 5	C 100	R 0	C 0	R 255
M 95	G 5	M 52	G 103	M 0	G 255
Y 4	B 75	Y 0	B 178	Y 0	B 255
K 42		K 0		K 0	
HEX	RAL	HEX	RAL	HEX	RAL
#05054B	5013	#0067B2	5015	#FFFFFF	9003

Note: The 'B' without the connecting 'o' must not be used.

COLOUR

The Boots blue version of the logo should always be used, unless on a very dark background, when a white option can be used.
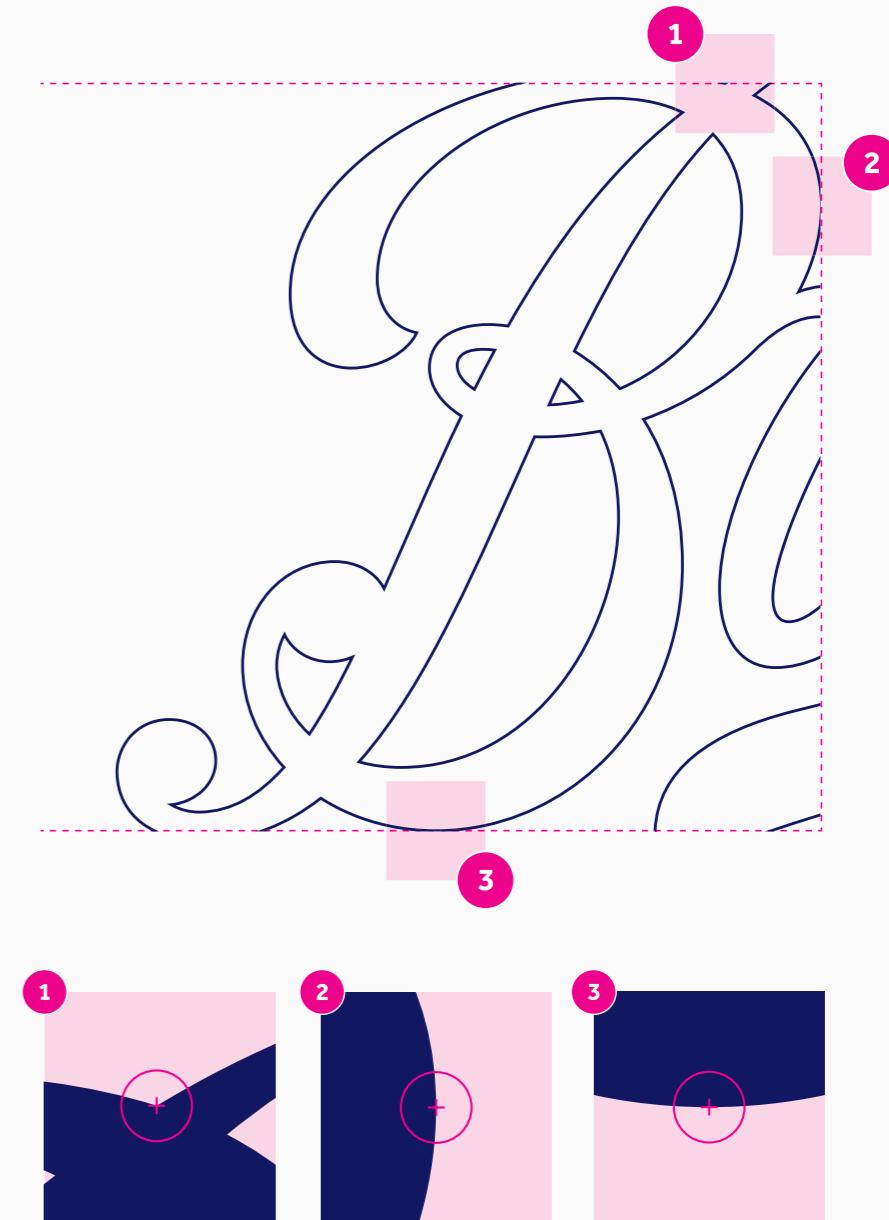
CROP AREA

To achieve the correct crop area, it is necessary to intersect the three nodes as highlighted above.

LOGO CROPS

LOGO 'EDGE TO EDGE' CROP

The edge-to-edge crop is a fixed crop from the standalone logo.

WHERE TO USE

Use the 'Bo' crop selectively on touch points where brand recognition is needed.

Example: Bags, boxes and store environment

| BOOTS BLUE PANTONE 282			ACCENT BLUE PANTONE 2174			WHITE		
C	100	R 5	C	100	R 0	C	0	R 255
M	95	G 5	M	52	G 103	M	0	G 255
Y	4	B 75	Y	0	B 178	Y	0	B 255
K	42		K	0		K	0	
HEX		RAL	HEX		RAL	HEX		RAL
#05054B		5013	#0067B2		5015	#FFFFFF		9003

COLOUR

The Boots blue version of the logo should always be used, unless on a very dark background, when a white option can be used.

CROP AREA

To achieve the correct crop area, it is necessary to intersect the two nodes as highlighted above.

LOGO 'TOP TO BOTTOM' CROP

The top-to-bottom crop is a fixed crop from the standalone logo.

WHERE TO USE

Use the 'Bo' crop selectively on touch points where brand recognition is needed.

Example: Bags, boxes and store environment

BOOTS BLUE PANTONE 282		ACCENT BLUE PANTONE 2174		WHITE	
C 100	R 5	C 100	R 0	C 0	R 255
M 95	G 5	M 52	G 103	M 0	G 255
Y 4	B 75	Y 0	B 178	Y 0	B 255
K 42		K 0		K 0	
HEX	RAL	HEX	RAL	HEX	RAL
#05054B	5013	#0067B2	5015	#FFFFFF	9003

COLOUR

The Boots blue version of the logo should always be used, unless on a very dark background, when a white option can be used.

CROP AREA

To achieve the correct crop area, it is necessary to intersect the two nodes as highlighted above.

LOGO PATTERN CROPS

Pattern crops are used as a decorative background device to support a more explicit brand expression.

PATTERN CROP 1
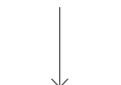
PATTERN CROP 2

PATTERN CROP 3

PATTERN CROP 4

WHERE TO USE

Use the 'Bo' crop selectively on touch points where brand recognition is needed. There are four pattern crops (shown above)

Example: Bags, boxes and store environment

Extend crop from centre up to (but not more than) 200%

ADAPTING THE CROP

The pattern crops can be adapted to fit portrait and landscape formats.

Centre the pattern crop within your target format and scale to fit the height (portrait) or width (landscape). Then extend the crop from the centre out to the furthest edge of the format as shown left.

MAXIMUM EXTENSION

This extension should not exceed 200% of the original pattern crop.

FONTS

BOOTS SHARP FONT

Boots Sharp Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$^&*(){}{":?>< ¡€#¢§¶•ªº

Boots Sharp Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$^&*(){}{":?>< ¡€#¢§¶•ªº

Boots Sharp Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@£$^&*(){}{":?>< ¡€#¢§¶•ªº

BOOTS BLUE PANTONE 282			WHITE		
C	100	R 5	C	0	R 255
M	95	G 5	M	0	G 255
Y	4	B 75	Y	0	B 255
K	42		K	0	
HEX		RAL	HEX		RAL
#05054B		5013	#FFFFFF		9003

Primary typeface

BOOTS SHARP REGULAR

Use Boots Sharp Regular for headlines or short statements and navigation.
Default tracking for all is zero. Individual letters can be kerned to improve the balance if necessary

BOOTS SHARP REGULAR

Use tracked Boots Sharp Regular upper-case to provide an authoritative and impactful voice to short
Headlines and titles. Default tracking is 250.

Secondary typeface

BOOTS SHARP LIGHT
BOOTS SHARP BOLD

Use tracked Boots Sharp upper-case (in Bold or Light) to provide an authoritative
And impactful voice to short headlines and titles. Use sparingly. Default tracking is 250.

Use **Boots Sharp Bold** sparingly to provide emphasis over Boots Sharp Light.
Default tracking is +10.

Use Boots Sharp Light as the key font weight for content/body copy.
Default tracking is zero.

Shop Front Signage

This section provides guidance on signage panels, fascia principles, entrance messaging and digital screens.

SIGNAGE PANEL & SUSPENDED SIGNAGE

SIGNAGE PANEL

SUSPENDED SIGNAGE

FASCIA COLOUR

**BOOTS BLUE
PANTONE 282**

C	100	R	5
M	95	G	5
Y	4	B	75
K	42		

HEX	RAL
#05054B	5013

LOGO COLOUR

WHITE

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

HEX	RAL
#FFFFFF	9003

The
Boots
Group

SHOP FRONT SIGNAGE

SIGNAGE PANEL - ALTERNATIVE

**BOOTS BLUE
PANTONE 282**

C	100	R	5
M	95	G	5
Y	4	B	75
K	42		

HEX	RAL
#05054B	5013

Boots logo & category wording to use Boots blue 282 in this instance.

The signage panel elements sit directly onto the building's fascia when a blue fascia panel can't be used.

• A landlord decision or shopping mall regulations.

• Restrictions due to the building's architecture.

The
Boots
Group

STANDARD BOX FASCIA PRINCIPLES

EXTRA SMALL

On smaller store fascias the Boots lock-up is the priority and should be centred.

SMALL

The next priority is to include the Pharmacy and Beauty categories keeping the Boots lock-up centred.

MEDIUM

When more space is available add in the pharmacy green cross, keeping it to the left next to the word Pharmacy. Where this isn't possible it can be relocated to the right-hand side.

BOOTS BLUE
PANTONE 282

C 100	R 5
M 95	G 5
Y 4	B 75
K 42	

HEX	RAL
#05054B	5013

WHITE

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	

HEX	RAL
#FFFFFF	9003

The Boots Group
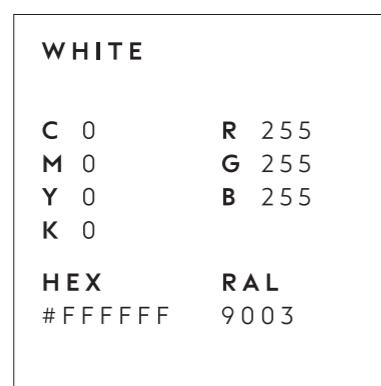
DUAL LANGUAGE FASCIA PRINCIPLES

Dual language (hanging signage version)

BOOTS BLUE	
PANTONE 282	
C 100	R 5
M 95	G 5
Y 4	B 75
K 42	
HEX	RAL
#05054B	5013

WHITE	
C 0	R 255
M 0	G 255
Y 0	B 255
K 0	
HEX	RAL
#FFFFFF	9003

Dual language (fascia signage version)

• Boots affluent stores to lead with English and local language second.

• Boots local stores to use regional language where appropriate.

SHOP FRONT SIGNAGE

STANDARD FASCIA CATEGORY SIGNAGE PRINCIPLES

Pharmacy   Beauty

- Based on categories within the store
- Boots Sharp Regular, sentence case
- Sits on blue fascia panel
- In some cases, internally illuminated typography punched through the fascia panel is used, this is dependant on format and/or affluence of the store location.
- Categories should always appear in this order. (Pharmacy left & Beauty right)

FONT
Boots Sharp Regular

Sentence case

BOOTS BLUE PANTONE 282		
C	100	R 5
M	95	G 5
Y	4	B 75
K	42	
HEX		RAL
#05054B		5013

WHITE		
C	0	R 255
M	0	G 255
Y	0	B 255
K	0	
HEX		RAL
#FFFFFF		9003
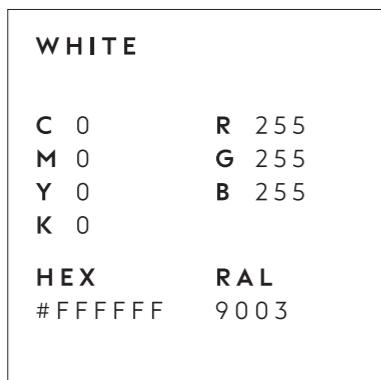
TRACKING
Metrics -10 with additional spacing
Amends as shown

Pharmacy
-20   -20 -20

Beauty
-20   -20   20

SHOP FRONT SIGNAGE

HORIZONTAL SPACING ON FASCIA

Boots logo and category wording

Centre line of logo

Start by positioning the Boots lock-up (for most small stores the Boots lock-up will be best placed in the centre). Centre from top left of 'B' to outer edge of 's' of Boots script.

Then position the 'Pharmacy' category to the left of the Boots lock-up (the distance 'x' between the two is determined by the designer as it depends on the length of the fascia).

Then position 'Beauty' category to the right of the Boots lock-up at the same distance (x).

Measure the distance from the centre of the category word to the end of the panel both sides.

Divide the distance by the number of elements required on that half of the fascia and add one (Pharmacy + cross +1 = 3, so divide the line into 3.

Place your elements in the centre of every other division line as shown to get the correct spacing.

VERTICAL SPACING ON FASCIA

Boots logo and category wording

70mm should be left clear at the top and bottom of the fascia panel when installing a panel size of up to 700mm deep. The height of the category text should be 1/3 of the height of the Boots lock-up.

Once the fascia panel is over the depth of 1000mm, the size of the individual components must remain constant and never increase in size.

COMPONENT SIZING

- The Boots lock-up height is dependent on the depth of the fascia panel. It should always fill the space between the 70mm clear space at the top and bottom of the panel for fascias up to a depth of 1000mm.

- The height of the category text should be 1/3 of the height of the Boots lock-up.

- The category text should always be positioned centrally on the depth of the fascia panel. Centre to the height of capital letter only,

- The cross should always be the same height as the Boots lock-up.

SHOP FRONT SIGNAGE

WELCOME PANEL

Entrance messaging

Welcome
Pharmacy
Healthcare
Beauty
Skincare
Baby

Welcome
Pharmacy
Healthcare
Beauty
Skincare
Baby

ACCENT BLUE PANTONE 2174	
C 100	R 0
M 52	G 103
Y 0	B 178
K 0	
HEX	RAL
#0067B2	5015

WHITE	
C 0	R 255
M 0	G 255
Y 0	B 255
K 0	
HEX	RAL
#FFFFFF	9003

• This can be displayed on; digital screens, light boxes or printed POS.

• Welcome message, services list and directional arrow to store entrance

• Text and arrow left aligned

• White text on accent blue background

The Boots Group

DIGITAL LED SCREENS
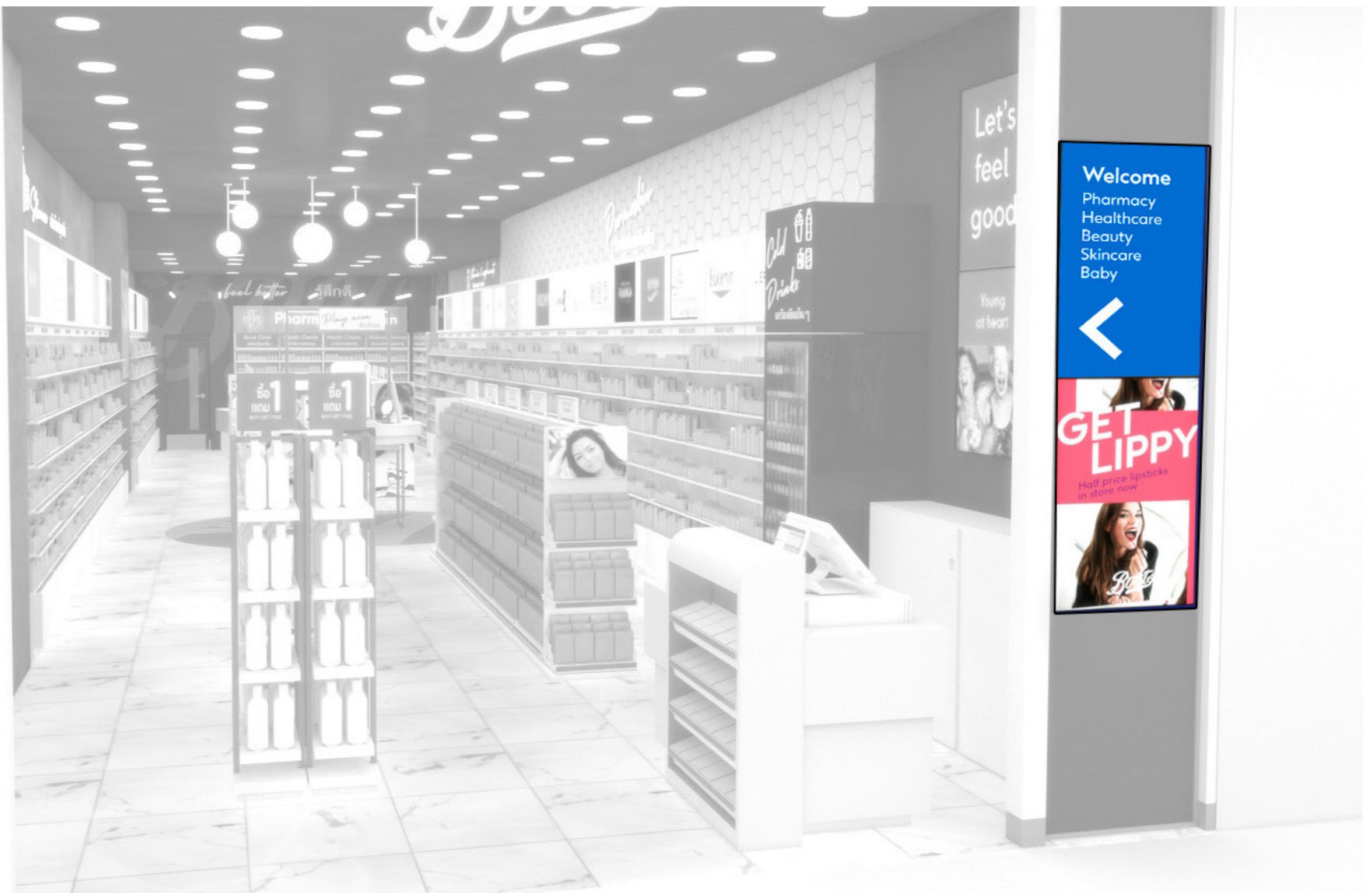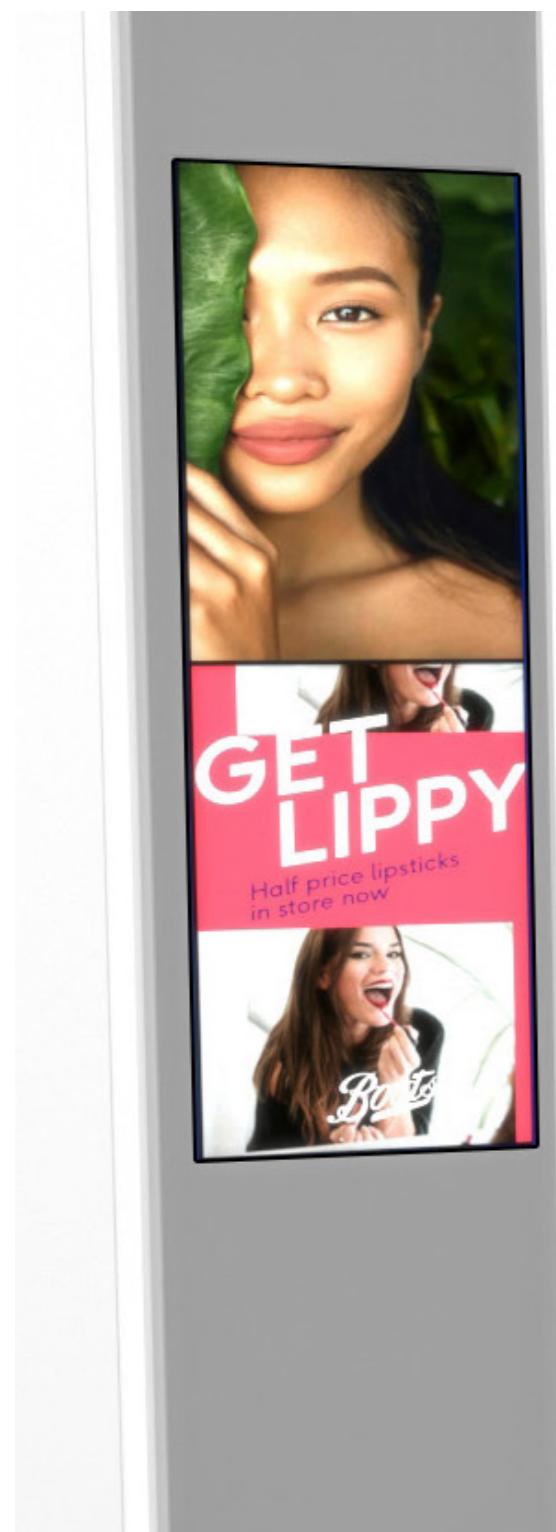
Exterior LED Dot Screens - Max 4 (2 per side)
(1920 x 1080 = HD/1080)

DIGITAL SCREENS - FASCIA / ENTRANCE PORTAL

INDONESIA - GRAND INDONESIA

Large front facing fascia screen.

GULF - MALL OF EMIRATES

Large inner facing / portal style screen.

PORTALS / LIGHTING

Affluent stores can use illuminated portals to highlight the entrance

- Illuminated blue inlays create 'stand out'
- The portals are optional and can only be used in affluent stores only
- To be used at the stores entrance portal
- Equipment and details:
    - LED strips and control gear
    - Fabricated steel housing
    - Opal acrylic
    - Colour is static (blue cyan)

CYAN BLUE

C 100	R 0
M 0	G 174
Y 0	B 239
K 0	

HEX
00AEEF

Standard entrance example

SHOP FRONT SIGNAGE

PHARMACY SIGN - GREEN CROSS

Green cross example

• Internally illuminated where possible

• Put pharmacy cross to the left of fascia as standard

• This symbol should not be altered or redrawn

Pharmacy wording only example

• Pharmacy wording only with no icon

• Pharmacy wording to the left of fascia as standard

Green cross colours

PHARMACY GREEN PANTONE 7482		BOOTS BLUE PANTONE 282		WHITE	
C 90	R 0	C 100	R 5	C 0	R 255
M 0	G 174	M 95	G 5	M 0	G 255
Y 95	B 66	Y 4	B 75	Y 0	B 255
K 0		K 42		K 0	
HEX	RAL	HEX	RAL	HEX	RAL
#00AE4Z	6037	#05054B	5013	#FFFFFF	9003

The Boots Group

SHOP FRONT SIGNAGE

PHARMACY SIGN - SNAKE & GOBLET

Snake & Goblet example

- Other pharmacy icons which can be used in market is the Snake & Goblet
- Put icon to the left of fascia with pharmacy wording as standard

Snake & Goblet example (dual language)

- When using local language please put the icon next to the local language

SHOP FRONT SIGNAGE

MANIFESTATION DOTS ACROSS GLAZING

Vinyl dots applied internally to the store window.

Applied at the height of 850mm and 1550mm to underside of dots. Applied where the window is a full drop and there is concern that somebody could walk into the window.

Manifestation can be omitted where permanent displays/ shop fitting located less than 1000mm behind glazing and/or the store riser is greater than 300mm.

Where manifestation is applied, dots to terminate 150mm either side of display/shop-fitting.

The Boots Group

WINDOW GRAPHICS

PRIMARY COLOURS:

BOOTS BLUE PANTONE 282		ACCENT BLUE PANTONE 2174	
C 100	R 5	C 100	R 0
M 95	G 5	M 52	G 103
Y 4	B 75	Y 0	B 178
K 42		K 0	
HEX	RAL	HEX	RAL
#05054B	5013	#0067B2	5015

- Window graphics are to be used where wall mods have to sit behind the glazing or there's a back shop that needs to be covered. Always leave windows free and maximise visibility into the store were possible.

- Boots Blue 282 and Accent Blue 2174 are required for all external primary signage.

Navigation & Wayfinding Signage

This section provides clear guidance on frieze and high level navigation.

FRIEZE WORDING / HIGH LEVEL SIGNAGE

ZONE SIGNAGE
Acrylic, fret-cut or vinyl lettering can be used.

FRIEZE WORDING / HIGH LEVEL SIGNAGE

## ZONE SIGNAGE
Acrylic, fret-cut or vinyl lettering can be used.

FRIEZE WORDING / HIGH LEVEL SIGNAGE

ZONE SIGNAGE
Acrylic, fret-cut or vinyl lettering can be used.

INTERNAL ILLUMINATED FRIEZE WORDING / SIGNS

GENERAL

Illuminated wall signage, in agreed market specific text.

Sizes, numbers & locations to be confirmed as part of signage package sign off and conveyed on construction working drawings.

Only the adjacent size is to be used.

MATERIALS

30mm thick opal block LED acrylic;

• ALTUGLAS® CN BLOCK LED

• Perspex® Spectrum LED

Edges to be taped with white block out vinyl.

FIXING

The signs shall be fixed to the substrate with the brass locators (shown below). Method of fixing will be at the discretion of the installing contractor dependant on the substrate present.
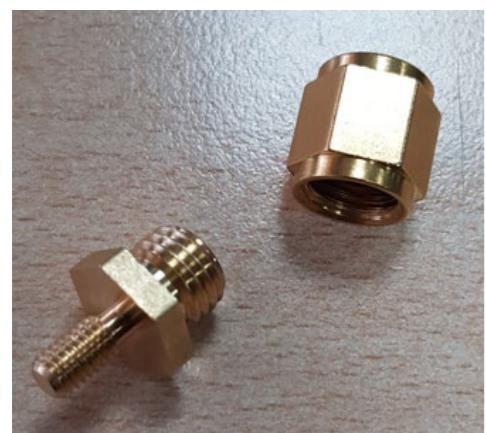
Brass locators to secure sign to wall. 10mm stand-off.

M4 male to be secured to backing plate with nut.

Female secured to wall, which allows the sign to be fixed.
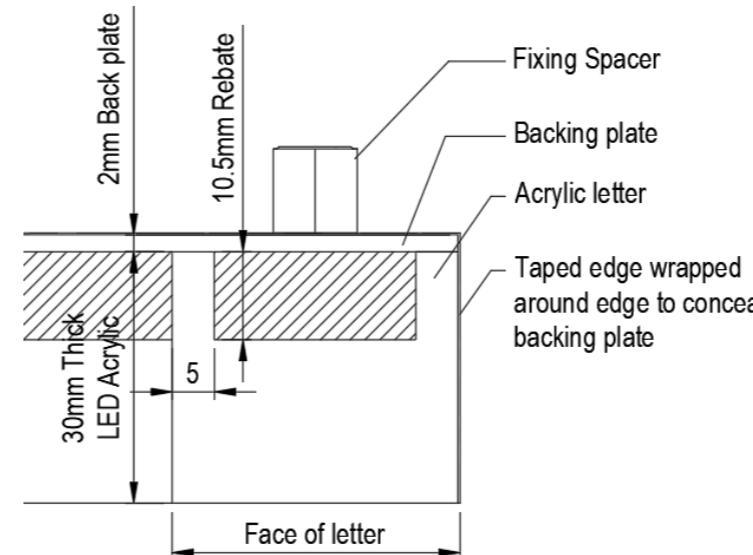
Section through leg of letter to show make up of all elements

Rear face elevation to show machining lines.
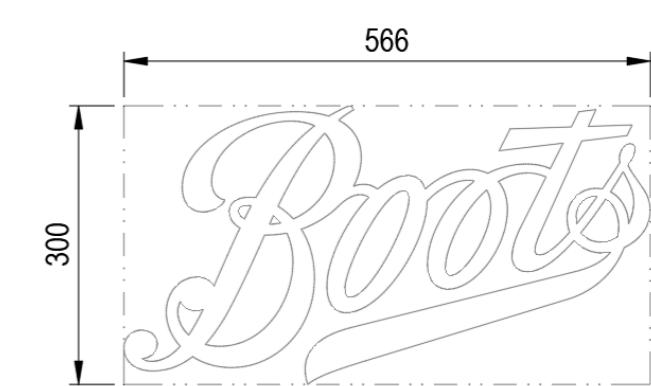
Illuminated "Boots" script signage 566x300mm

PAYMENT / PLEASE PAY HERE

SIGNAGE

Illuminated font / white acrylic 3D wording

EXIT / THANK YOU FOR SHOPPING WITH US

OPENING HOURS

TYPOGRAPHY

Boots Sharp Bold

Boots Sharp Regular

Sentence case

MARKET SPECIFIC LANGUAGE:

Local language can also be used.

(Please use appropriate language were necessary).
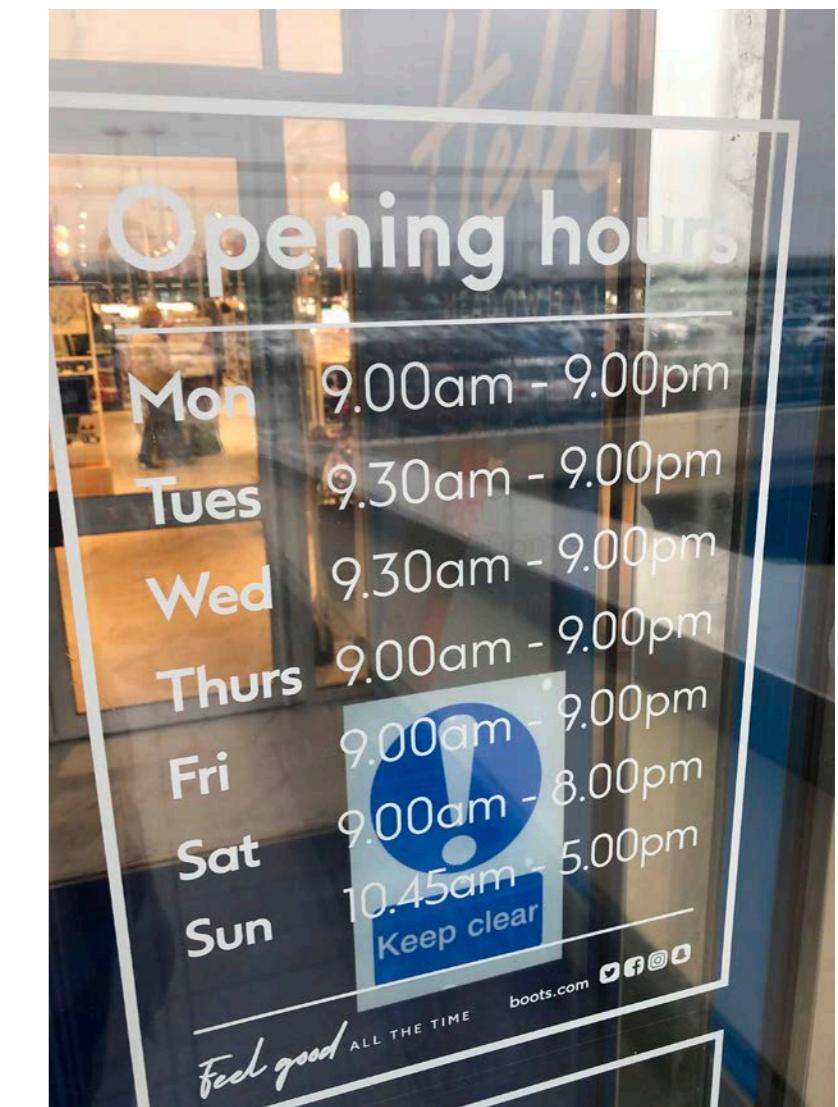
CEILING & LIGHTING

This section provides guidance for standard and feature lighting, ceiling colours and perimeter frieze dimensions.

CEILING & LIGHTING

STANDARD LIGHTING DESIGNS

LED DOWN LIGHTING

This is standard fixed store lighting

• Solstar Disk - Slim, high quality
  aluminium LED down-light

LINEAR LIGHTING

When the ceiling height is too low
to achieve standard fixed / LED
down lighting, linear recessed
ceiling lighting should be used over
healthcare where appropriate.

• Eaton Leat - Modern, minimalist
  LED ceiling light.

CEILING & LIGHTING

TRACK & SPOT LIGHTING

White spot lighting, mounted on a white track for areas with a solid ceiling; same suspended track over open ceiling. Both to be hung at the same height. Light colour temperature 3000K. Track & spot should run perpendicular to gondolas (at a 90 degree angle).

TRACK & SPOT
Silindru IP20 track and spot luminaire
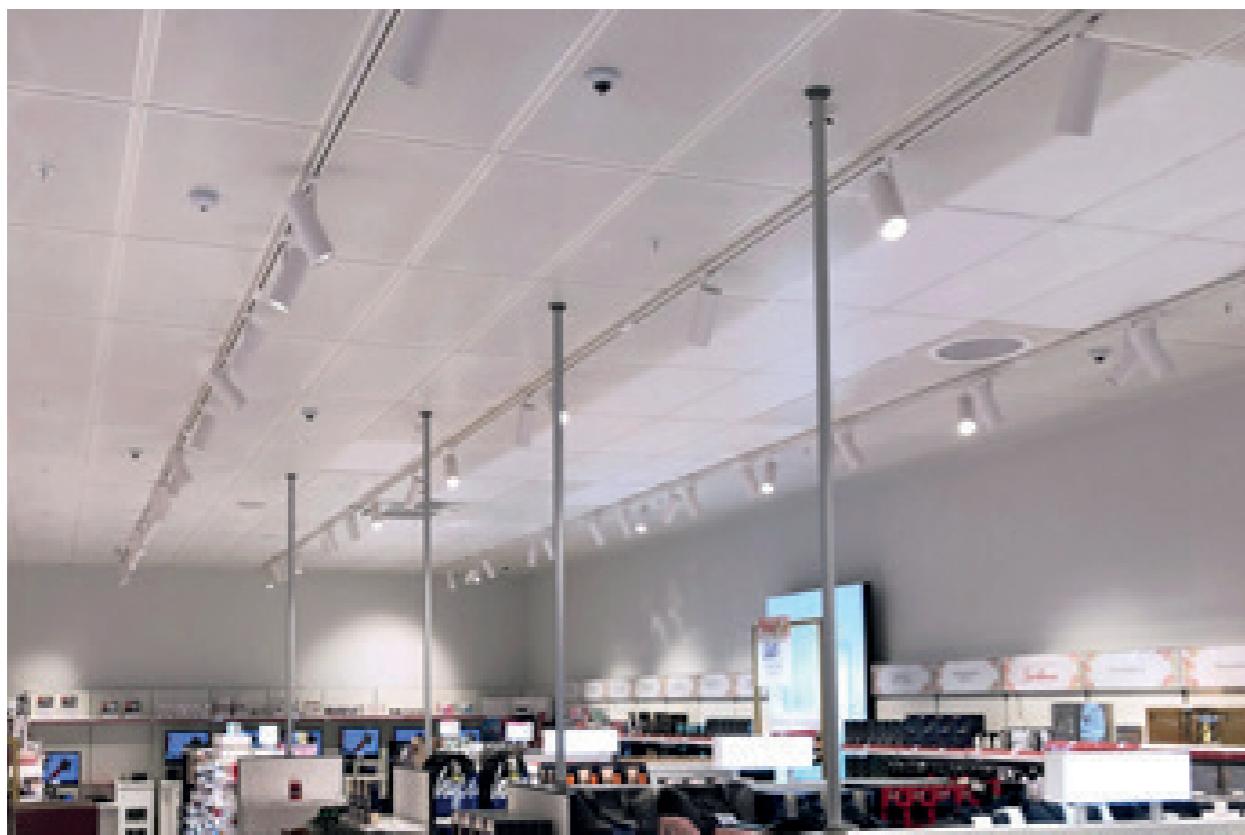
MOUNTING LIGHTING TO THE CEILING
Where there isn't adequate ceiling height for the lighting to be suspended (anything less than 3000mm ceiling height), it is recommend to use LED down lighting.

Example of spots suspended on white track

White spot lights to be fixed directly to track system.

CEILING & LIGHTING

TUBE / BATON LIGHTING

There are several areas of the store where feature lighting should be used to help with navigation or to help define a particular area within the store.


BEAUTY FEATURE LIGHTING

This type of lighting is exclusively used in the premium beauty area of the store. It helps identify where beauty is within the store but also helps to create drama. The batons are 1000mm in length and should be hung at angles both horizontally and vertically across the space following a pre-determined pattern.

CEILING & LIGHTING

TUBE / BATON LIGHTING - LAYOUT

HALF TILE

FULL TILE

LED TUBE LIGHT
300° DEGREES

Available in 1 meter or 2 meter as standard. Custom Cut lengths available for all lengths between 0-2 meter.

Complete diffused light, ideal for almost any application such as: shop fronts / restaurants / clubs / bars / hair salons / offices / etc.

TUBE / BATON LIGHTING

The measurements on the diagrams indicate the distance that the batons should be suspended from the floor. Where this is not achievable the same principles should apply i.e. there should always be 200mm between the two heights of batons.

The half tile version should be used for more awkward spaces or where using a full tile will extend too far into other zones within the store.

Baton lighting should always be angled on the vertical as well as the horizontal. Each baton should be angled in different random directions.

CEILING & HIGH WALL PERIMETERS

WALL FINISH ABOVE FRIEZE & CEILING COLOURS

RENDER EXAMPLE SHOWN

Wall height (above frieze) 200mm

Frieze height 800mm

Total Wall Mod height (inc header) 2200mm

Ceiling Height 3200mm

RENDER EXAMPLE SHOWN

Wall height (above frieze) 500mm

Frieze height 800mm

Total Wall Mod height (inc header) 2500mm

Ceiling Height 3800mm
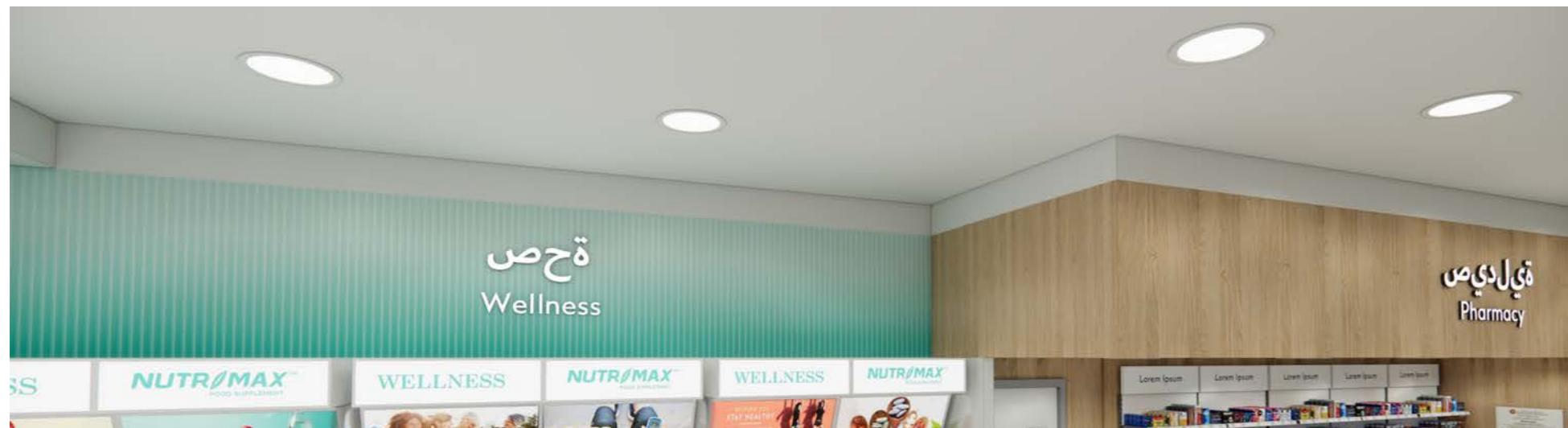
FRIEZE HEIGHT

Frieze height 800mm

Which is both the maximum and preferred specification.

(In instances with various height wall mods, the frieze height should be measured from the lowest wall mod. The top datum line of the frieze should be consistent at all times.)

HIGH LEVEL WALL FINISH

Above frieze please use grey to match the ceiling colour.

DULUX
GREY STEEL 2

C 8	R 231
M 7	G 229
Y 6	B 230
K 0	

DULUX
TRADE 00NN
53/000

CEILINGS

Use light grey
(Dulux Grey Steel 2)

FLOOR FINISHES

This section provides clear guidance on floor tiles, decals and entrance mats.

FLOOR FINISHES

MARBLE EFFECT FLOOR TILE

FLOOR

Marble Tiles
329mm x 659mm
16 pcs/box
3.47m²/box

ENTRANCE MAT

SPECIFICATION

Material Type: MATTING

Material Colour: GALAXY

Manufacturer: GRADUS CARPETS Ltd

Manufacturer Reference: ESPLANADE PLUS 6000 'CLOSED CONSTRUCTION' - 12mm

For use as primary entrance door matting inside the door.

Only to be used as a "lay in" installation in an existing recessed mat well.

Requires UMFA 12 Matwell Frame for installation in a recessed well.

Not to be installed as a "lay on" installation, use Boulevard 6000 Matting in such situations.

An 18mm option is available for use in deeper mat wells.
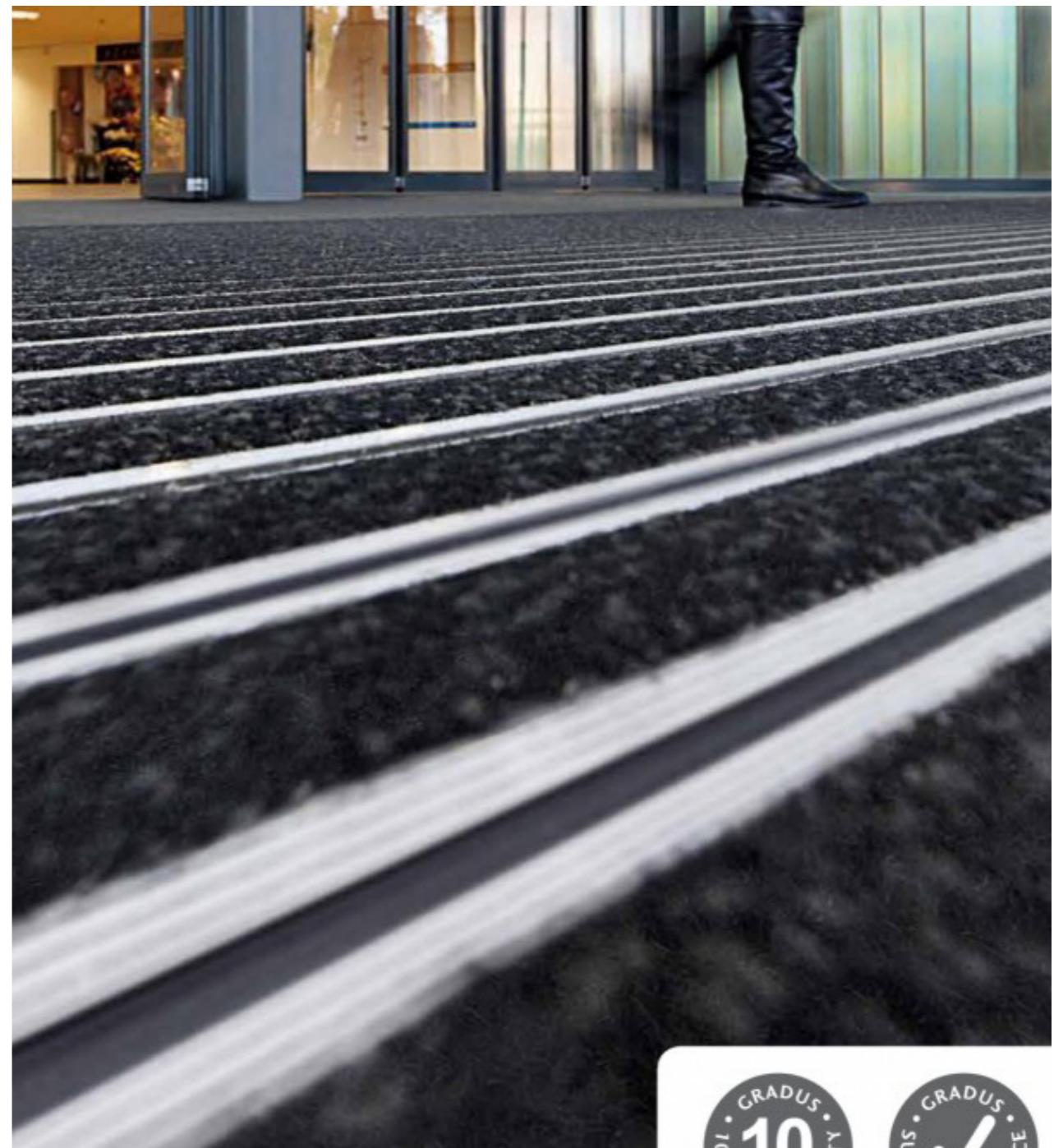
PERIMETER FRIEZE + WALL FINISHES

This section provides clear guidance on frieze designs, textures, dimensions and colour references.

PERIMETER FRIEZE + WALL FINISHES

SKINCARE
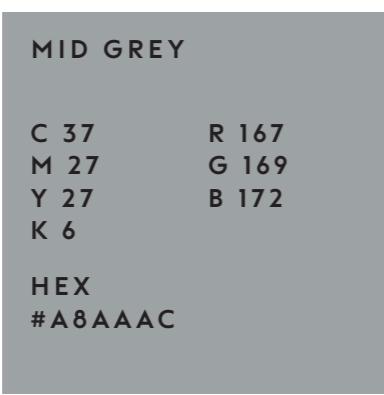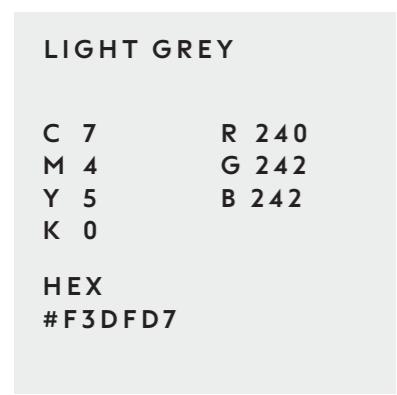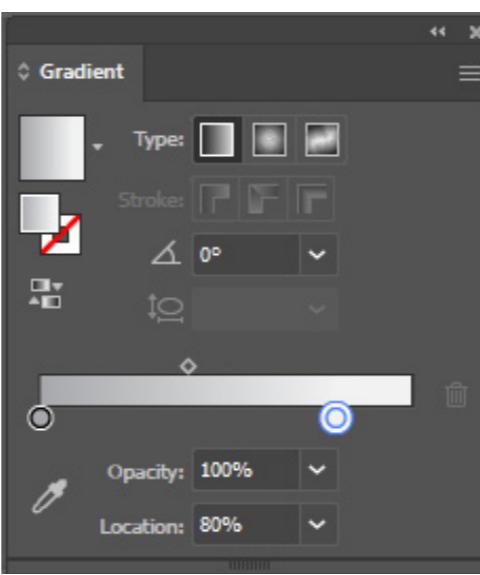
RIB / REEDED TEXTURE
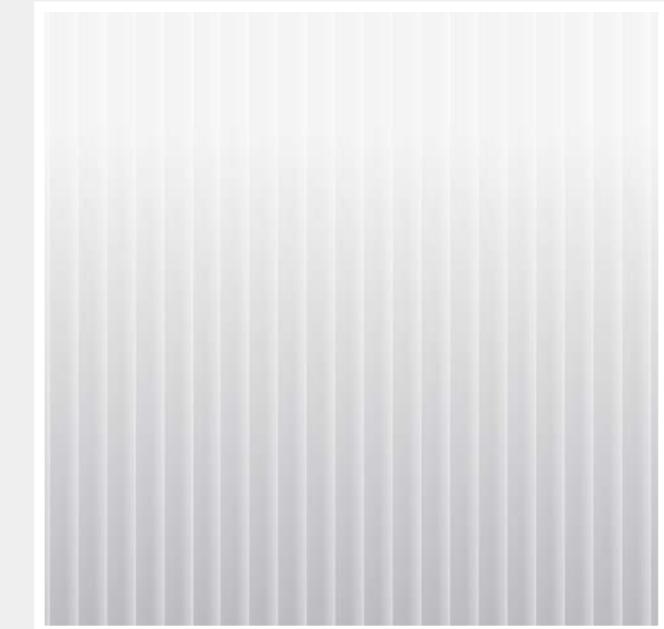
Material: Vinyl
Finish: Matt (Natural)
Colour: Silver (light grey / mid grey)
Usage: Wall

FRIEZE HEIGHT

Frieze height should be 800mm, which is both the maximum and preferred specification.

(In instances with various height wall mods, the frieze height should be measured from the lowest wall mod. The top datum line of the frieze should be consistent at all times.)

Adjustments for Low Ceilings:

A reduced frieze height may be used where ceiling height is limited, ensuring the frieze remains visually balanced within the space.

COLOUR BREAKDOWN

LIGHT GREY	
C 7	R 240
M 4	G 242
Y 5	B 242
K 0	
HEX	
#F3DFD7	

MID GREY	
C 37	R 167
M 27	G 169
Y 27	B 172
K 6	
HEX	
#A8AAAC	

GRADIENT

The Boots Group

PERIMETER FRIEZE + WALL FINISHES

BOOTS EXCLUSIVES
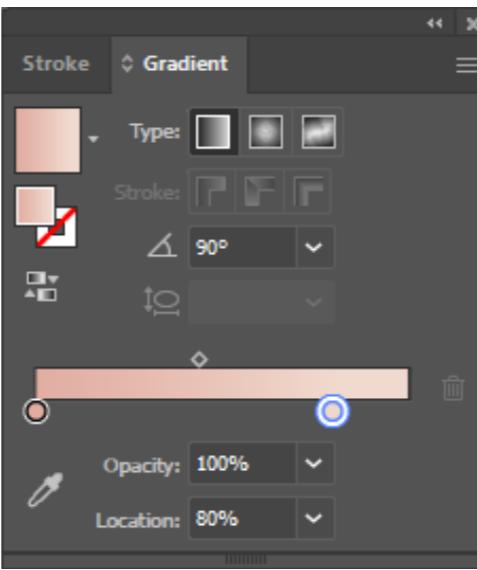
RIB / REEDED TEXTURE
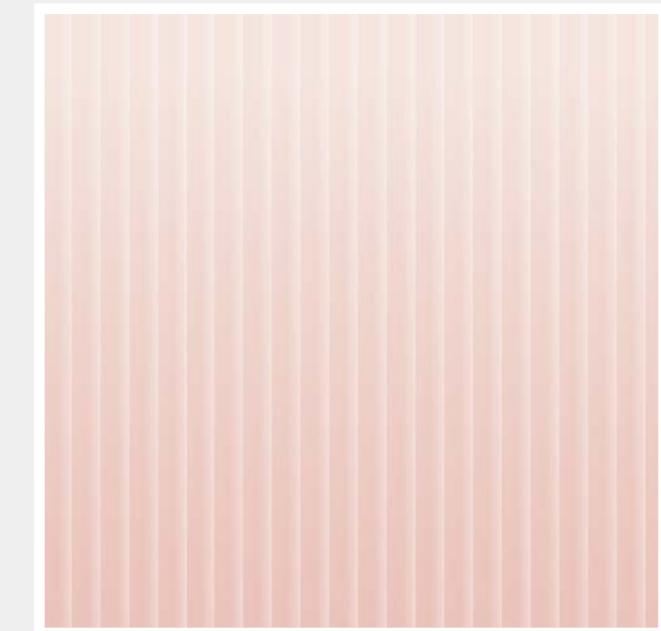
Material: Vinyl
Finish: Matt (Natural)
Colour: Salmon Pink & China Rose
Usage: Wall

FRIEZE HEIGHT

Frieze height should be 800mm, which is both the maximum and preferred specification.

(In instances with various height wall mods, the frieze height should be measured from the lowest wall mod. The top datum line of the frieze should be consistent at all times.)

Adjustments for Low Ceilings:

A reduced frieze height may be used where ceiling height is limited, ensuring the frieze remains visually balanced within the space.

COLOUR BREAKDOWN

CHAMPAGNE PINK
(BEAUTY ONLY)

C 5	PMS
M 15	698c
Y 15	
K 0	HEX
	#F1DCD5
	RAL
	010 90 10

MELON
(BEAUTY ONLY)

C 10	PMS
M 35	7415c
Y 30	
K 0	HEX
	#E7B4A9
	RAL
	040 80 20

GRADIENT

BEAUTY - MAKE UP / COSMETICS

COLOUR BREAKDOWN

LILAC BEAUTY
PMS: 2099 C

C 30	R 189
M 35	G 171
Y 10	B 198
K 0	

HEX: #B6A6CA

RAL: 310 70 20

MID PURPLE
PMS: 2623 C

C 80	R 86
M 100	G 37
Y 20	B 107
K 10	

HEX: #4E246A

RAL: 320 30 37

GRADIENT
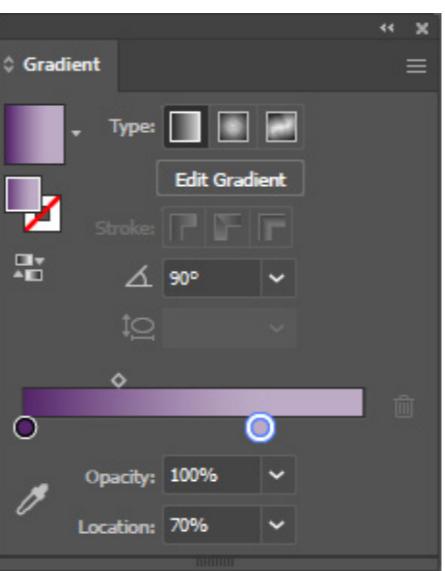
RIB / REEDED TEXTURE
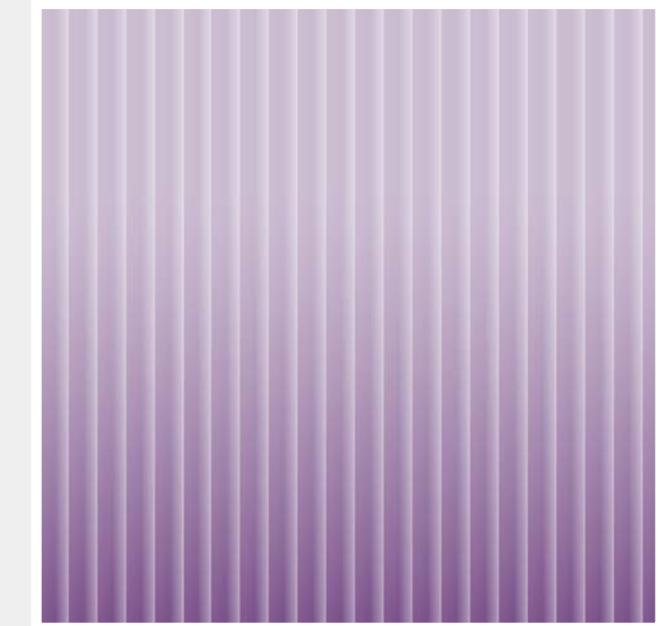
Material: Vinyl
Finish: Matt (Natural)
Colour: Purple (Mid Purple & Lilac Beauty)
Usage: Wall

FRIEZE HEIGHT

Frieze height should be 800mm, which is both the maximum and preferred specification.

(In instances with various height wall mods, the frieze height should be measured from the lowest wall mod. The top datum line of the frieze should be consistent at all times.)

Adjustments for Low Ceilings:

A reduced frieze height may be used where ceiling height is limited, ensuring the frieze remains visually balanced within the space.

The Boots Group

HEALTHCARE / VITAMINS & SUPPLEMENTS

COLOUR BREAKDOWN
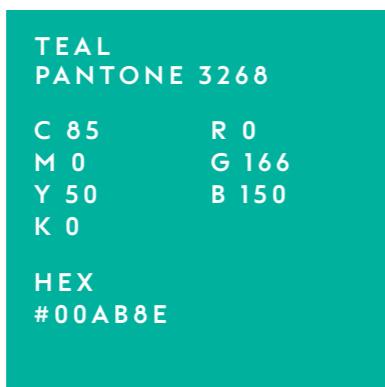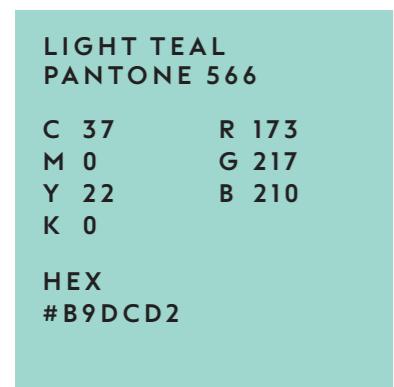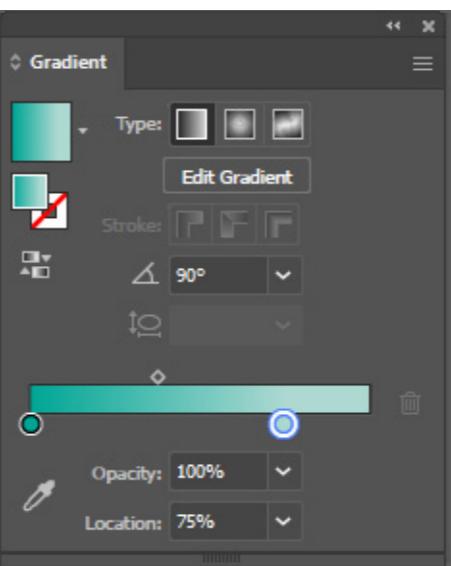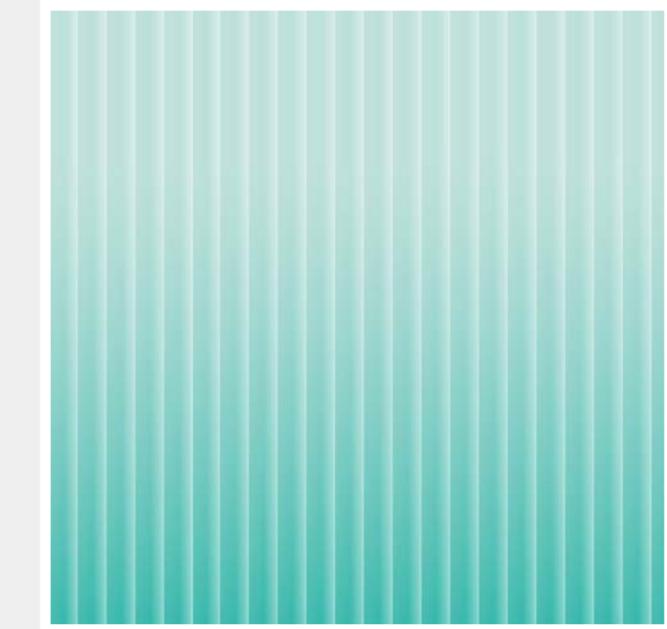
LIGHT TEAL
PANTONE 566

C 37	R 173
M 0	G 217
Y 22	B 210
K 0	

HEX
#B9DCD2

TEAL
PANTONE 3268

C 85	R 0
M 0	G 166
Y 50	B 150
K 0	

HEX
#00AB8E

GRADIENT

RIB / REEDED TEXTURE

Material: Vinyl
Finish: Matt (Natural)
Colour: Aqua / Teal
Usage: Wall

FRIEZE HEIGHT

Frieze height should be 800mm, which is both the maximum and preferred specification.

(In instances with various height wall mods, the frieze height should be measured from the lowest wall mod. The top datum line of the frieze should be consistent at all times.)

Adjustments for Low Ceilings:

A reduced frieze height may be used where ceiling height is limited, ensuring the frieze remains visually balanced within the space.

PERIMETER FRIEZE + WALL FINISHES

HAIRCARE

COLOUR BREAKDOWN

TIFFANY BLUE
PMS: 324 C

C 45   R 136
M 0   G 209
Y 20   B 209
K 0

HEX: #95D1D4

RAL: 210 80 20

PROCESS CYAN
PMS: 306 C

C 75   R 0
M 5   G 180
Y 5   B 225
K 0

HEX: #00B1E2

RAL: 240 60 40

GRADIENT
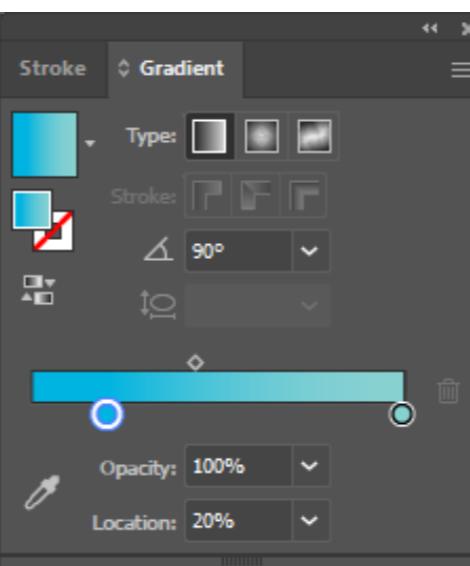
RIB / REEDED TEXTURE
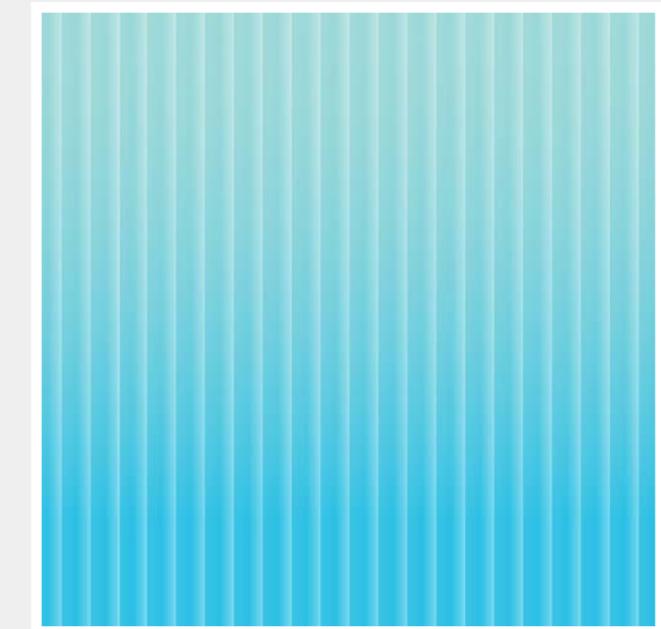
Material: Vinyl
Finish: Matt (Natural)
Colour: Aqua / Teal
Usage: Wall

FRIEZE HEIGHT

Frieze height should be 800mm, which is both the maximum and preferred specification.

(In instances with various height wall mods, the frieze height should be measured from the lowest wall mod. The top datum line of the frieze should be consistent at all times.)

Adjustments for Low Ceilings:

A reduced frieze height may be used where ceiling height is limited, ensuring the frieze remains visually balanced within the space.

PERIMETER FRIEZE + WALL FINISHES

PHARMACY / APOTEK

TEXTURE BREAKDOWN

NATURAL BEECH
GENTAS BY GEAVES 4235

SURFACE TEXTURE: **Velur**
EFFECT: **Woodgrain**
MOOD: **Minimalist | Elegant**
PRODUCT TYPE: **Laminate**
COLOUR: **Beech**

WHITE		
C 0	R 255	
M 0	G 255	
Y 0	B 255	
K 0		
HEX	RAL	
#FFFFFF	9003	

TEXTURE INFO

Premium stores have the option to use wooden panels.

Standard stores to use vinyl.

(Majority of stores in market are low to medium fit out and will use vinyl).

WOOD TEXTURE

Material: Vinyl
Finish: Matt (Natural)
Usage: Wall

FRIEZE HEIGHT

Frieze height should be 800mm, which is both the maximum and preferred specification.

(In instances with various height wall mods, the frieze height should be measured from the lowest wall mod. The top datum line of the frieze should be consistent at all times.)

Adjustments for Low Ceilings:

A reduced frieze height may be used where ceiling height is limited, ensuring the frieze remains visually balanced within the space.

PERIMETER FRIEZE + WALL FINISHES

COLUMN TREATMENTS

MIRROR

Full width of column. Height to match the top of the wall fixtures.

Illuminated Boots logo and fret cut location wording used in this example.

Continue the frieze texture around the column, matching the texture that flows from the store entrance for a consistent, cohesive look.

GRAPHIC

Full width of column. Height to match the top of the wall fixtures.

Illuminated graphic and additional screen used in this example.

Continue the frieze texture around the column, matching the texture that flows from the store entrance for a consistent, cohesive look.

If using a brand graphic, please contact the International team to discuss options.

PHARMACY

This section provides clear guidance on the pharmacy area of the store.

TIMBER PHARMACY COUNTER

TEXTURE INFO

Premium stores have the option to use wooden panels.

Standard stores to use vinyl.
(Majority of stores in markets are low to medium fit out and will use vinyl).

TEXTURE BREAKDOWN

NATURAL BEECH
GENTAS BY GEAVES 4235

SURFACE TEXTURE: Velur
EFFECT: Woodgrain
MOOD: Minimalist | Elegant
PRODUCT TYPE: Laminate
COLOUR: Beech

PHARMACY

PHARMACY BACK WALL

TIMBER TRIM

NATURAL BEECH
GENTAS BY GEAVES 4235

SURFACE TEXTURE: **Velur**
EFFECT: **Woodgrain**
MOOD: **Minimalist | Elegant**
PRODUCT TYPE: **Laminate**
COLOUR: **Beech**

TEXTURE INFO

Premium stores have the option to use wooden panels.

Standard stores to use vinyl.
(Majority of stores in markets are low to medium fit out and will use vinyl).

PHARMACY BACK WALL ALTERNATIVE (NO PRODUCTS ON DISPLAY)
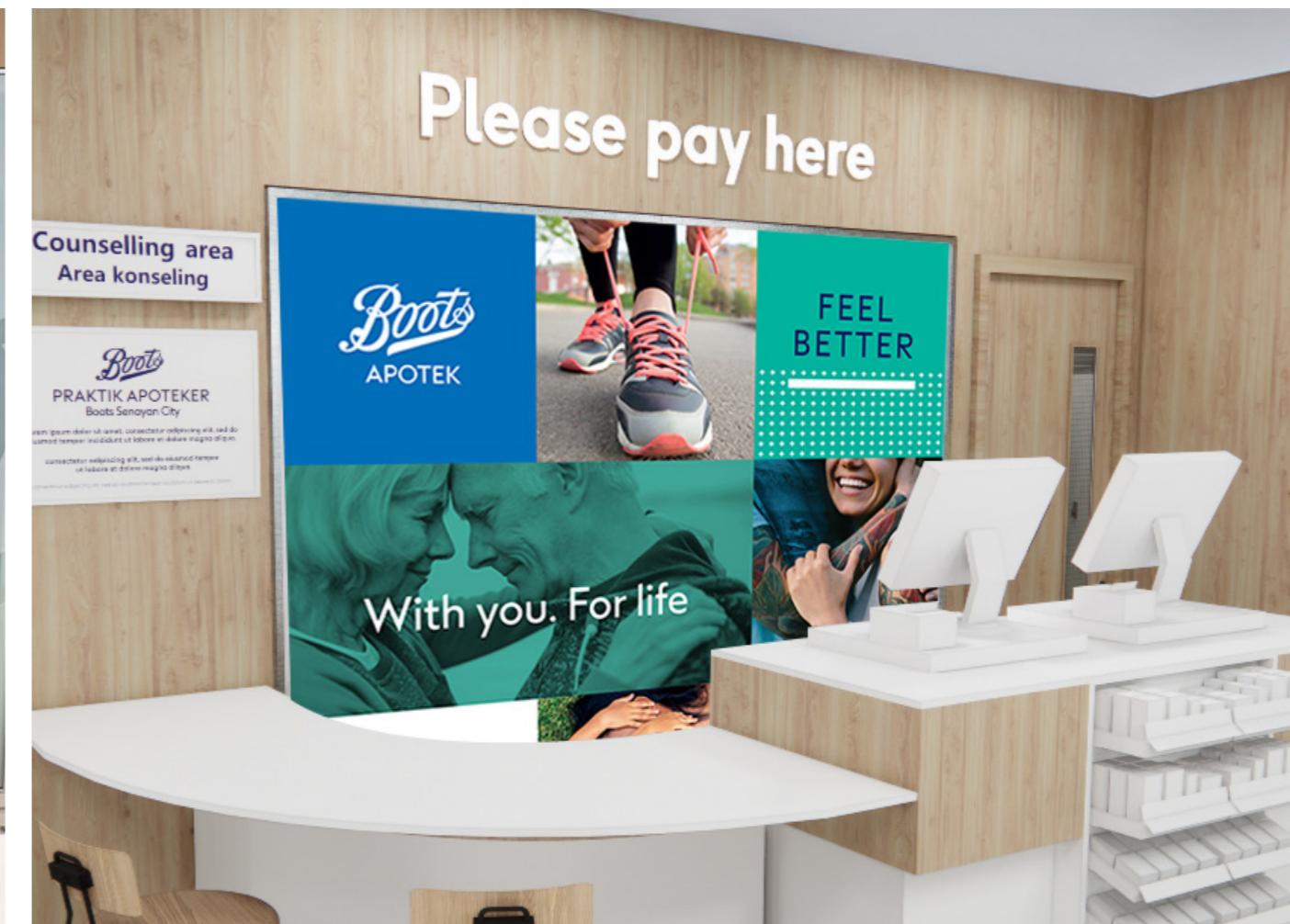
BACK WALL INFO

Markets where meds cannot be displayed.

- Obscure glass fronted compartments can be used with carousel shelving behind.

- Boots branded

- White & grey colours.

BACK WALL INFO

Markets where meds are stored in the back room.

- BVI lifestyle graphics and wording can be applied to add branding and vibrancy to the back wall.

- Boots branded / BVI Pharmacy

- Feel Better colours.

PHARMACY LEAFLET GRAPHICS AND HOLDERS

GONDOLA END

PHARMACY WALL

BACK WALL SCREENS

The
Boots
Group
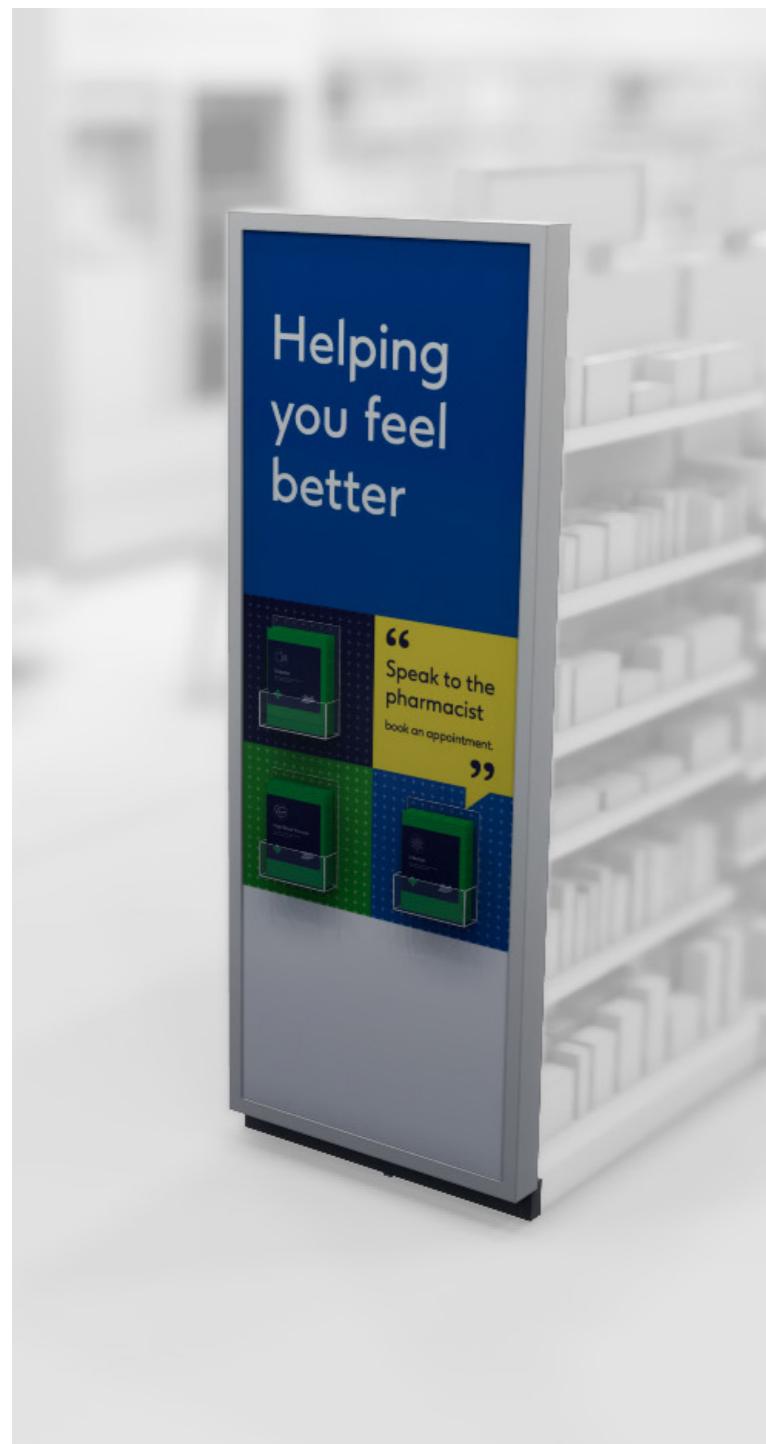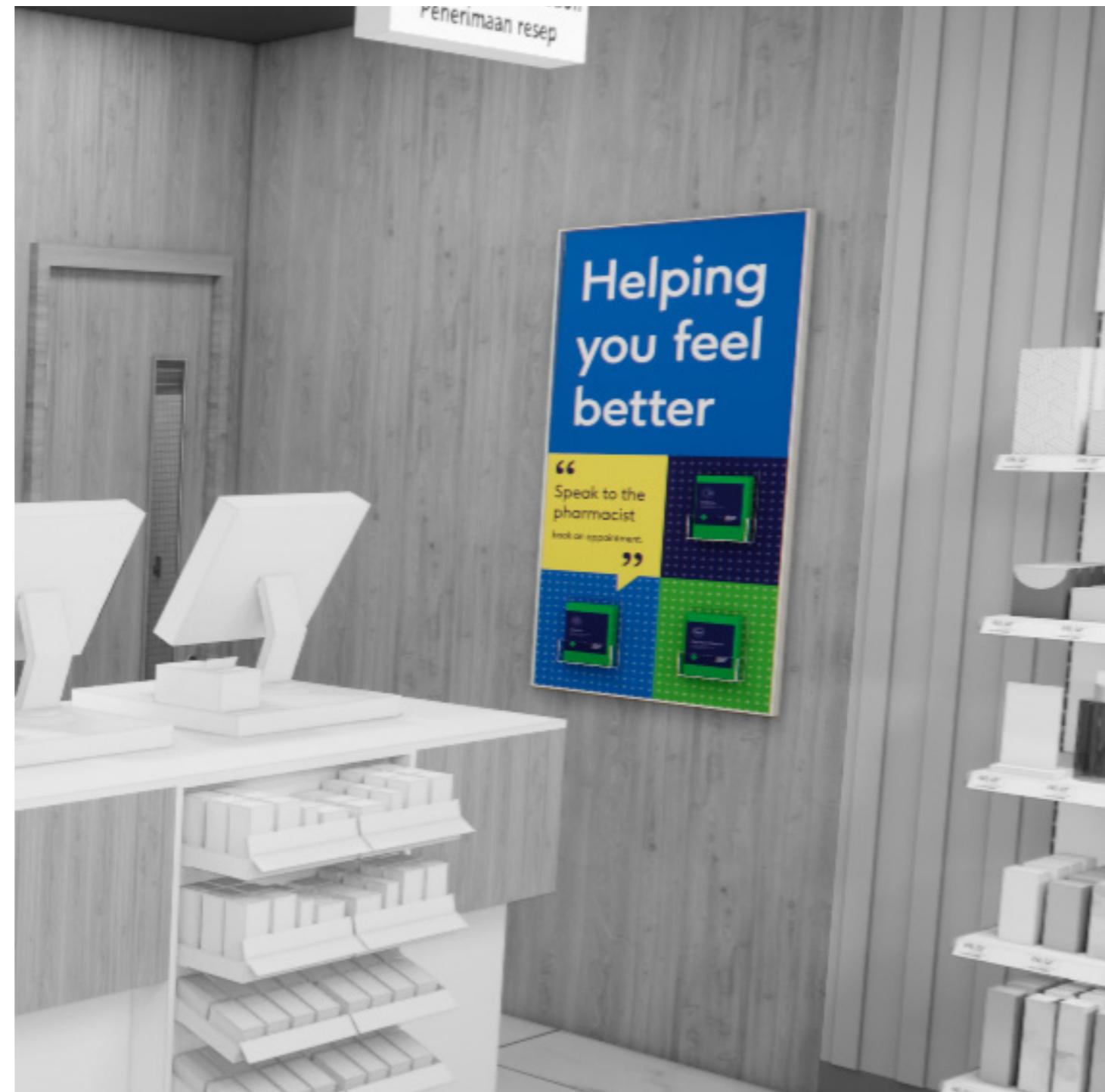
PHARMACY

BACK WALL SCREENS

- Stretch monitor 1920x360px with HDMI and VGA connection options
- Easy mount with standard VESA mounting holes
- Anti-glare surface
- Industrial components, built for demanding use and long life

APPLICATIONS
- Retail
- Self Service
- Industrial
- Kiosk

SPECIFICATIONS	
Model	100003
Colour	BLACK RAL 9005
Active Display Area	904.32 x 254.34 mm
Diagonal	24"
Product Dimensions	622.0 x 136.0 x 44.0 mm (WxHxD)
Resolution	1920 x 540 pixels
Colours	1073.7M
Brightness (typical)	700 cd/m²
Response (typical)	6.5ms
Viewing Angle	89°
Contrast Ratio	4000:1
Input Video Format	HDMI, VGA
Input Video Signal Connector	HDMI, VGA
Input Power Connector	DC Jack 2.5x5.5mm
Input Power Specification	12VDC +/-5%
Power Brick Input Connector	3 pin IEC inlet (IEC 320-C14)
PSU Input Voltage Range	85~264V AC
Power Consumption	~50W
Temperature	Operating: 0 °C to 40 °C (32 °F to 104 °F); Storage: -20 °C to 60 °C (-4 °F to 140 °F)
Humidity	Operating: 20% to 80%, Storage: 10% to 95%
Weight (unpackaged)	6.25kg
Mounting Options	400x200mm VESA
Warranty	2 Years
MTBF	50,000 hours
Approvals	CE, LVD (2014/35/EU), RoHS, WEEE
Accessories Included	Power Supply, UK Power Cable, Quick Start Guide

Considered content management to be central or local.

SMALL STORE VS STANDARD STORE FORMAT

This section provides guidance on frieze & navigation designs within a small store format.

SMALL STORE FORMAT - MINIMAL FRIEZE DESIGN

PERIMETER FRIEZE & WALL FINISHES

For smaller stores, limit the perimeter frieze to a maximum of three textures to maintain a clean, uncluttered look. To achieve this, zones can share a frieze texture with the adjacent category (Beauty uses Derma Skincare in this example).

Navigation category wording to be applied as usual.

SMALL STORE VS STANDARD STORE FORMAT

STANDARD STORE FORMAT

PERIMETER FRIEZE & WALL FINISHES

In standard and larger stores, each section can have its own frieze texture to support clear category zoning.

FURNITURE

This section provides guidance on store furniture and fixtures.

PERIMETER FRIEZE + WALL FINISHES

BEAUTY EDIT FIXTURE

BEAUTY EDITS

Tensioned fabric graphic backdrop with Beauty pink frame work

Optional digital screen

PERIMETER FRIEZE + WALL FINISHES

WELLNESS EDIT FIXTURE

WELLNESS EDITS

Tensioned fabric graphic backdrop with Teal / Aqua frame work

Optional digital screen

FURNITURE

LIGHTBOX

WALL PERIMETER

COLUMN

FURNITURE

GONDOLA HEADER

NON-ILLUMINATED GONDOLA HEADER

HEADER INFO

Navigation wording highlighting category

Text centered

White background

Blue 282c wording

FONT

Boots Sharp Regular

BOOTS BLUE
PANTONE 282

C	100	R	5
M	95	G	5
Y	4	B	75
K	42		

HEX	RAL
#05054B	5013

WHITE

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

HEX	RAL
#FFFFFF	9003

HEADER LANGUAGES

The language used on gondola headers depends on customer. Please use the appropriate option to suit your market.

Options include:
• Lead with English - local language secondary (example shown above)
• Lead with local language - English secondary
• Local language only

The Boots Group

FURNITURE

HEALTHCARE GONDOLA HEADER

NON-ILLUMINATED GONDOLA HEADER

HEADER LANGUAGES

The language used on gondola headers depends on customer. Please use the appropriate option to suit your market.

Options include:
• Lead with English - local language secondary
• Lead with local language - English secondary
• Local language only

HEADER INFO

Navigation wording highlighting category

Text centered

Teal background

Blue 282c wording

FONT

Boots Sharp Regular

**BOOTS BLUE
PANTONE 282**

C	100	R	5
M	95	G	5
Y	4	B	75
K	42		

HEX	RAL
#05054B	5013

**TEAL
PANTONE 3268**

C 85		R 0	
M 0		G 166	
Y 50		B 150	
K 0			

**HEX
#00AB8E**

The
Boots
Group

FURNITURE

GONDOLA HEADER - OPTIONS

ILLUMINATED HEADER

CATEGORY & SUB HEADER

NON-ILLUMINATED HEADER
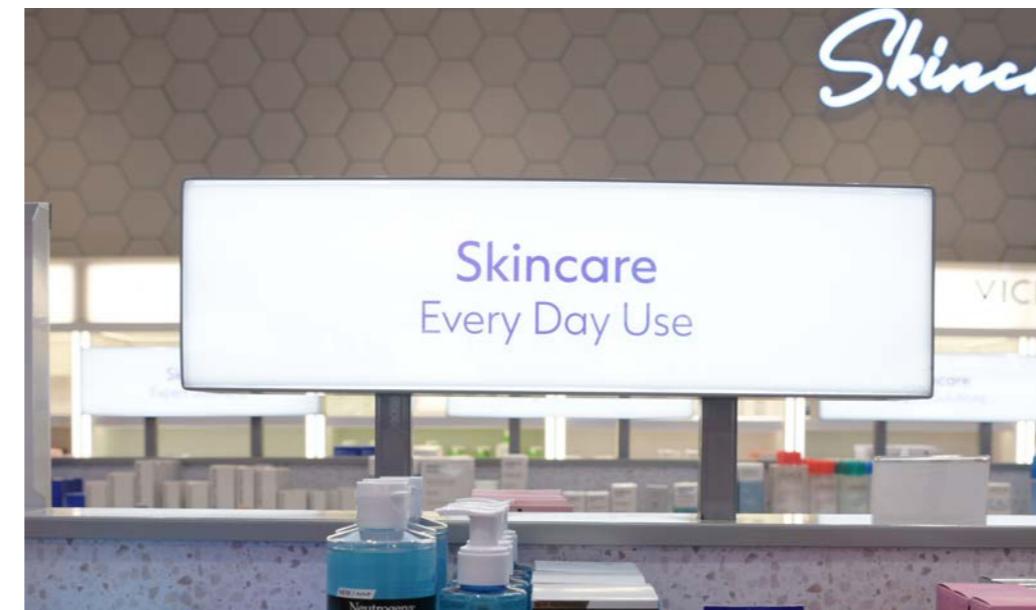
DUAL LANGUAGE HEADER

**BOOTS BLUE
PANTONE 282**

C 100	R 5
M 95	G 5
Y 4	B 75
K 42	

HEX	RAL
#05054B	5013

WHITE

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	

HEX	RAL
#FFFFFF	9003

HEADER INFO

Navigation wording highlighting category

Text centered

White background

Blue 282c wording

The Boots Group

FURNITURE

TOP SHELF TRAYS

ELEMENTS INCLUDE:

- Educational plaques / Graphic Panel
- Hero product with GP & Plinth
- Testing Trays
- SOFT colours / Brand Colours for the shelf edge strips

GONDOLA END

PROMOTIONAL GONDOLA END WITH LIGHT-BOX
Content to be lead by local market

GONDOLA END CAP GRAPHIC PANEL
Content to be lead by local market

BRANDED GONDOLA END
To be supply funded and delivered

FURNITURE

MINI TRAVEL AREA

WALL MODULE

LARGE HEADER
500mm

PREMIUM SKINCARE

Illuminated Headers
Brand logo

Sub Header
Brand Promo Graphic

SMALL HEADER
250mm

SKINCARE / PERSONAL CARE / HEALTHCARE

250mm high
Illuminated Headers
Boots Sharp font
Boots Blue 282c

FURNITURE

HYDRATION STATION

DRINKS CHILLER

CASH TILLS
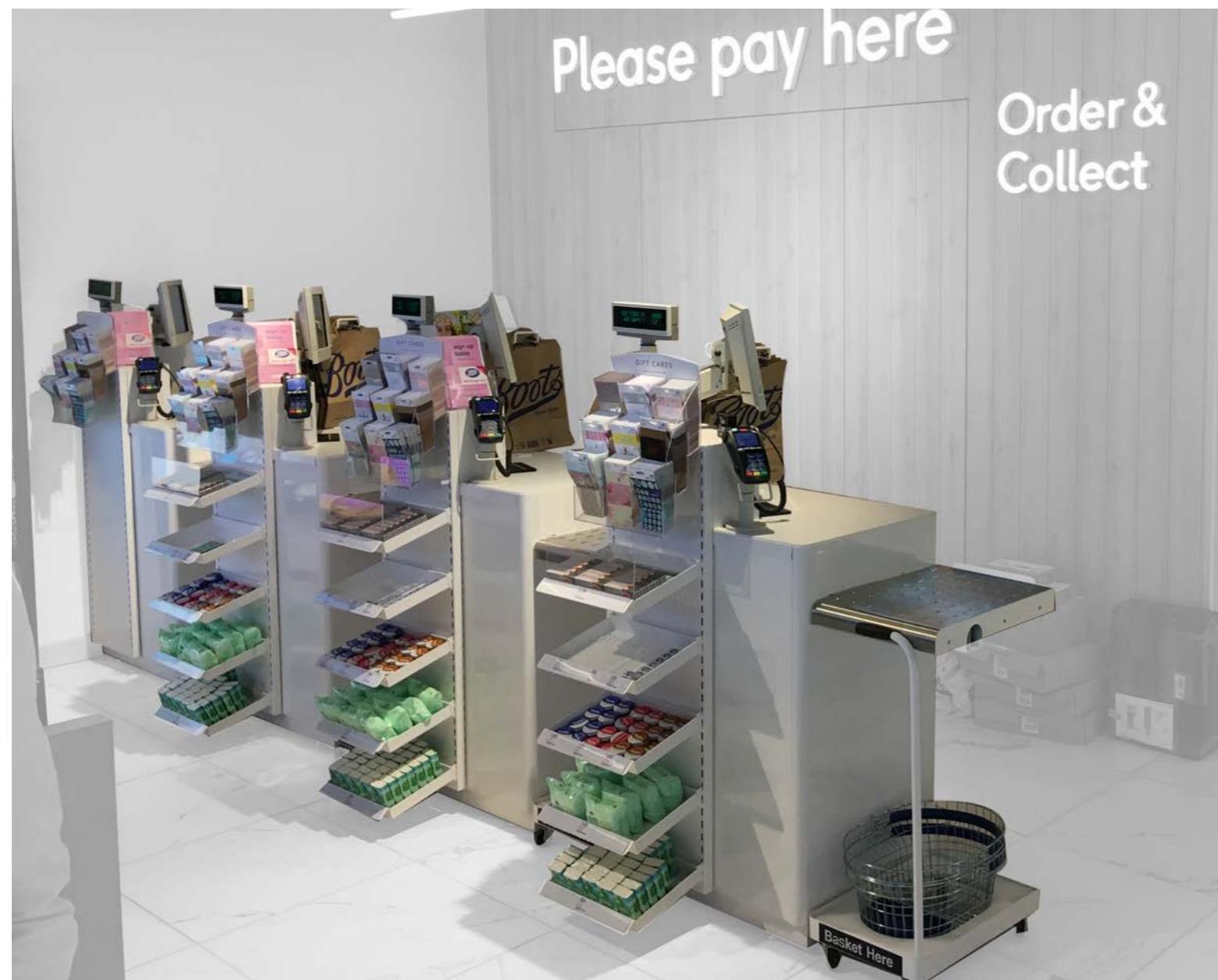
IMPULSE / IN-QUEUE MERCHANDISING AREAS

IMPULSE

IN-QUEUE MERCHANDISING

FURNITURE

PWP SOLUTIONS / BACK OF TILL AREA

PWP - PRODUCTS WITH PURCHASE

Using the area behind tills to showcase PWP products.

FURNITURE

VITAMIN / WELLNESS HUB

WELLNESS HUB

The Hub offers a space to promote wellness products. This example highlights key ranges for stress relief, immune support, better sleep, and gut health.

Interactive tablets at each end of the table provide an online service where customers can discover more about the products and their benefits online.

Teal / Aqua tones and textures used.

Top view

1460
10 cable slot
1000
150

2500
1500
197.20
202.10
1000 838 488
690
barrel connectors
750
1250
leveling feet
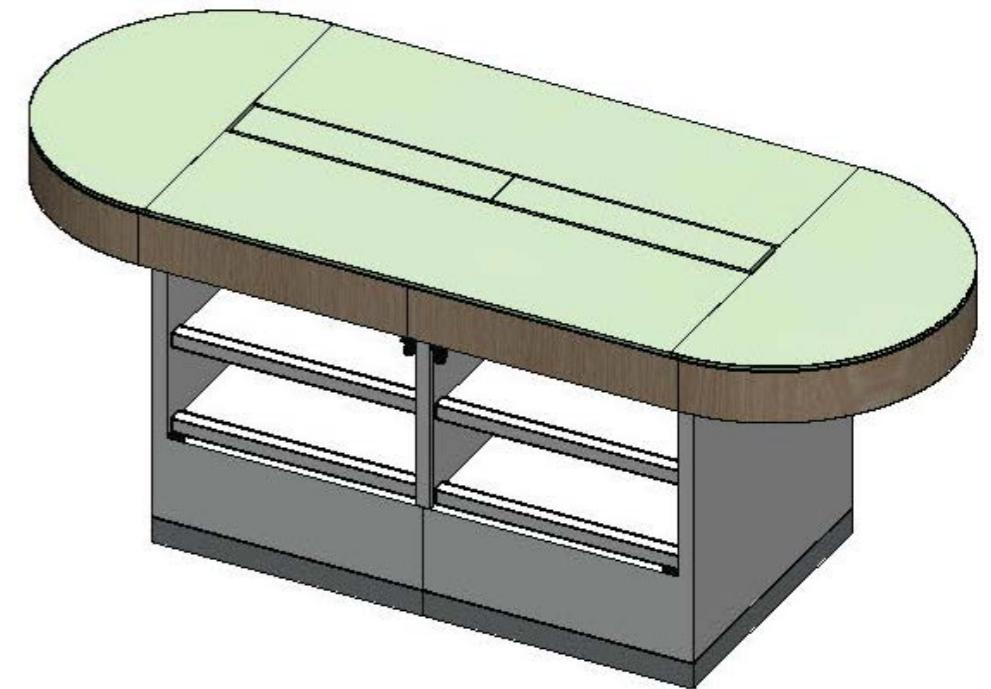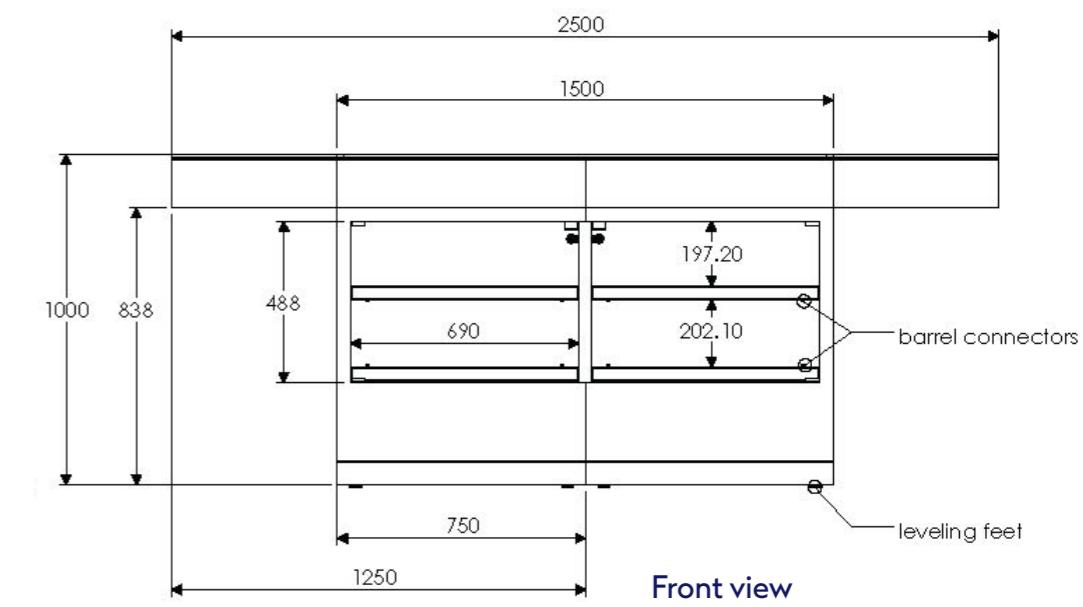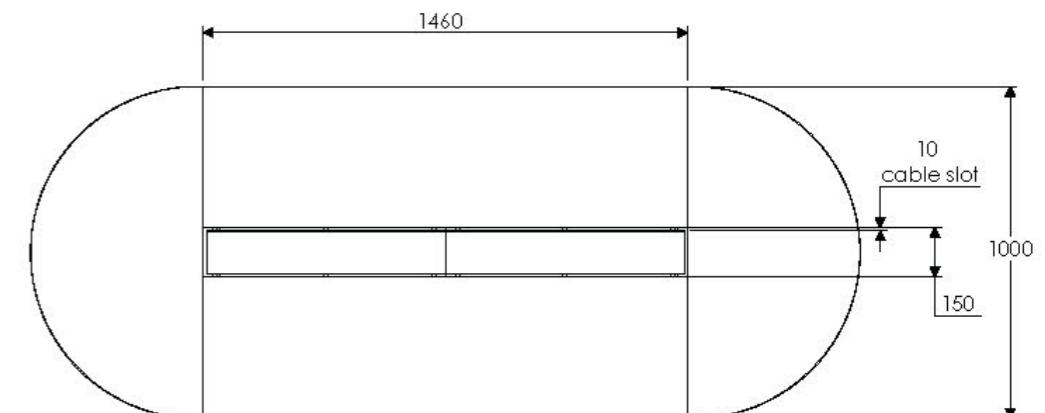
Front view

FURNITURE

DERMA SKINCARE LAB



FULL SIZE NO7 UK VERSION

SMALLER VERSION

Boots Derma Scan offers a quick, expert skin analysis using advanced technology. In-store Derma Skin advisors provide personalised skincare and foundation recommendations tailored to your unique needs.

FURNITURE

CONSULTATION ROOMS

FURNITURE

STACK FIXTURE / SHELVING
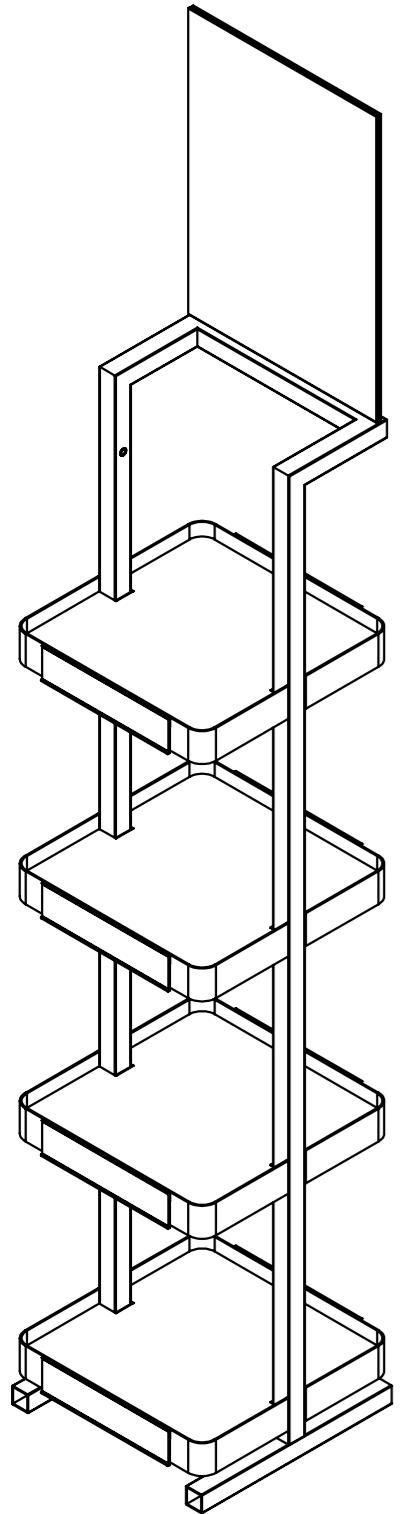
4 TIER SHELVES

(Primary)
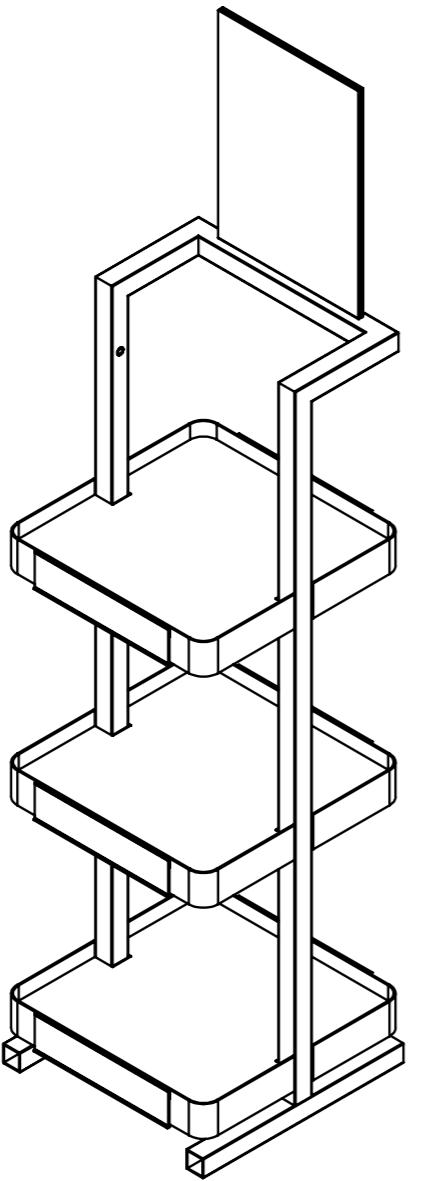
3 TIER SHELVES

COLOUR

TEAL
PANTONE 3268

C 85   R 0
M 0   G 166
Y 50   B 150
K 0

HEX
#00AB8E

The Boots Group

FURNITURE

STACK FIXTURE / DUMP BINS
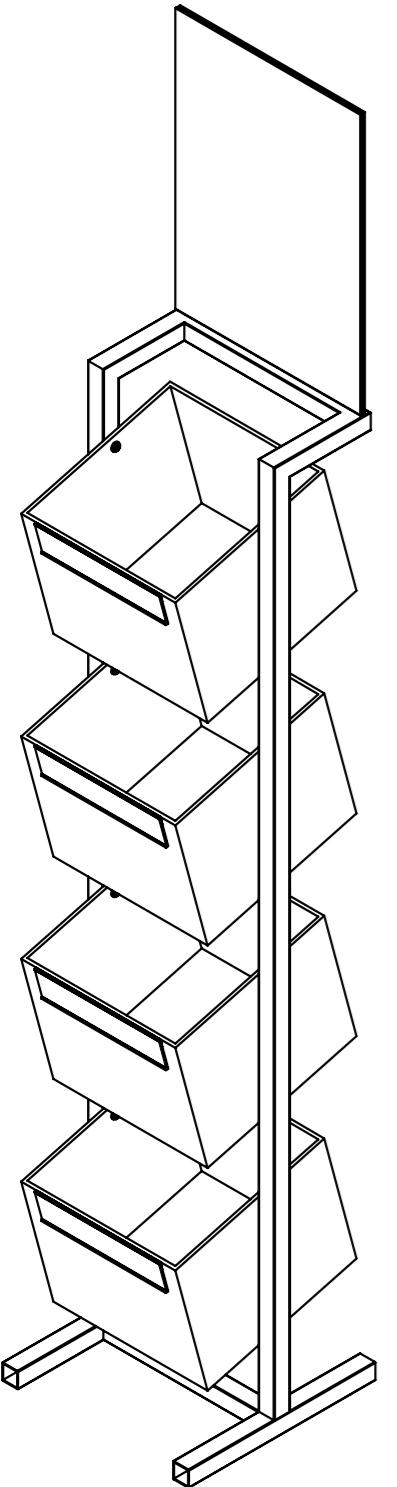
**4 TIER
DUMP BINS**
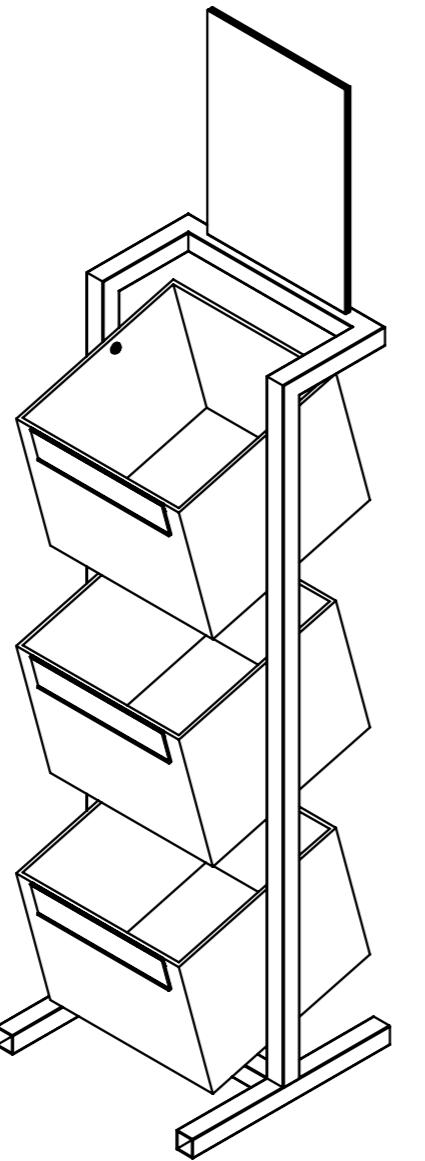
**3 TIER
DUMP BINS**

COLOUR

**TEAL
PANTONE 3268**

C 85	R 0
M 0	G 166
Y 50	B 150
K 0	

**HEX
#00AB8E**

International Retail

Thank you