

** Please note - this pack is for illustration purposes only **



International Retail

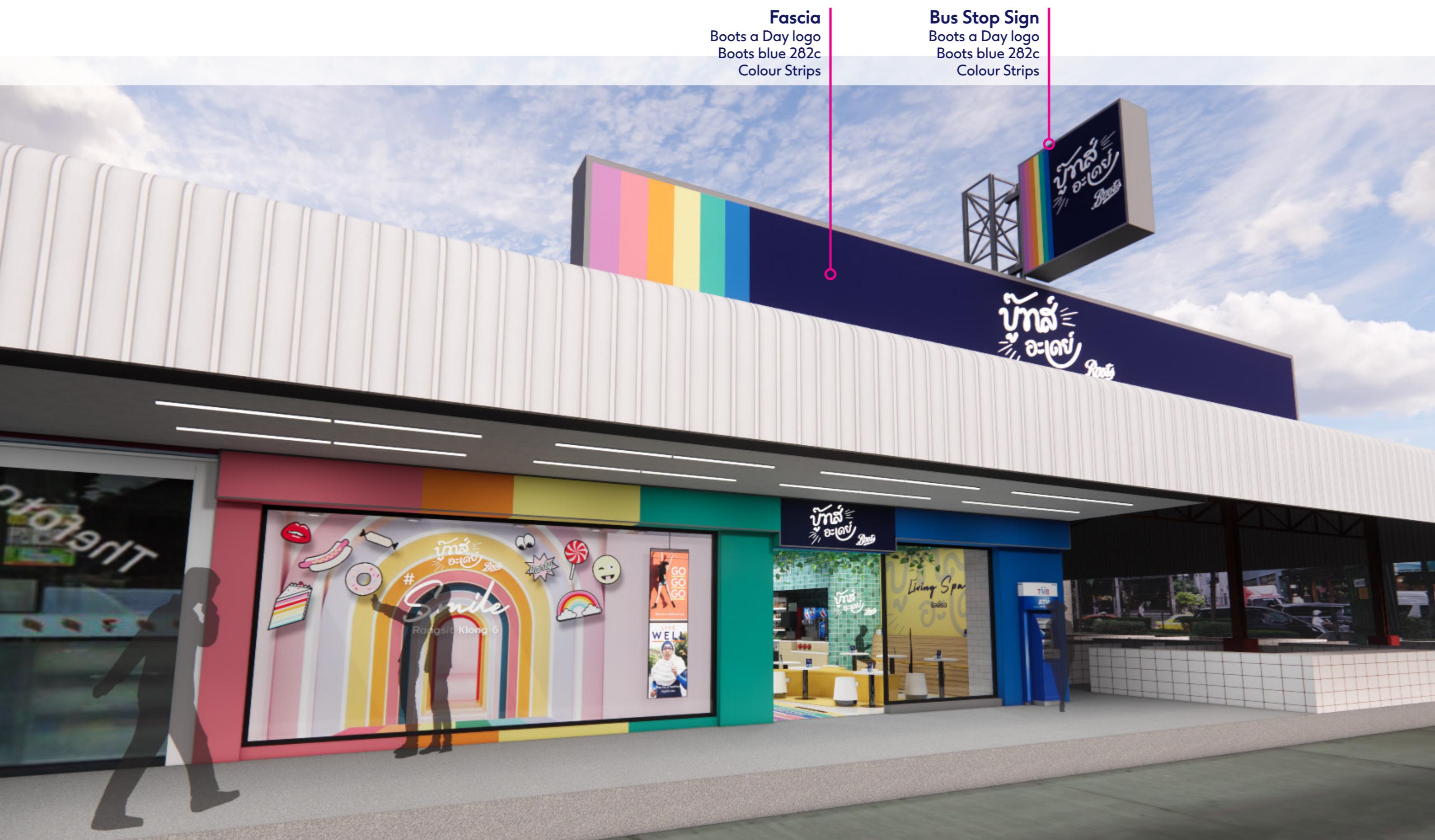
Thailand • Boots a Day Community Store Retail Environment Design Pack

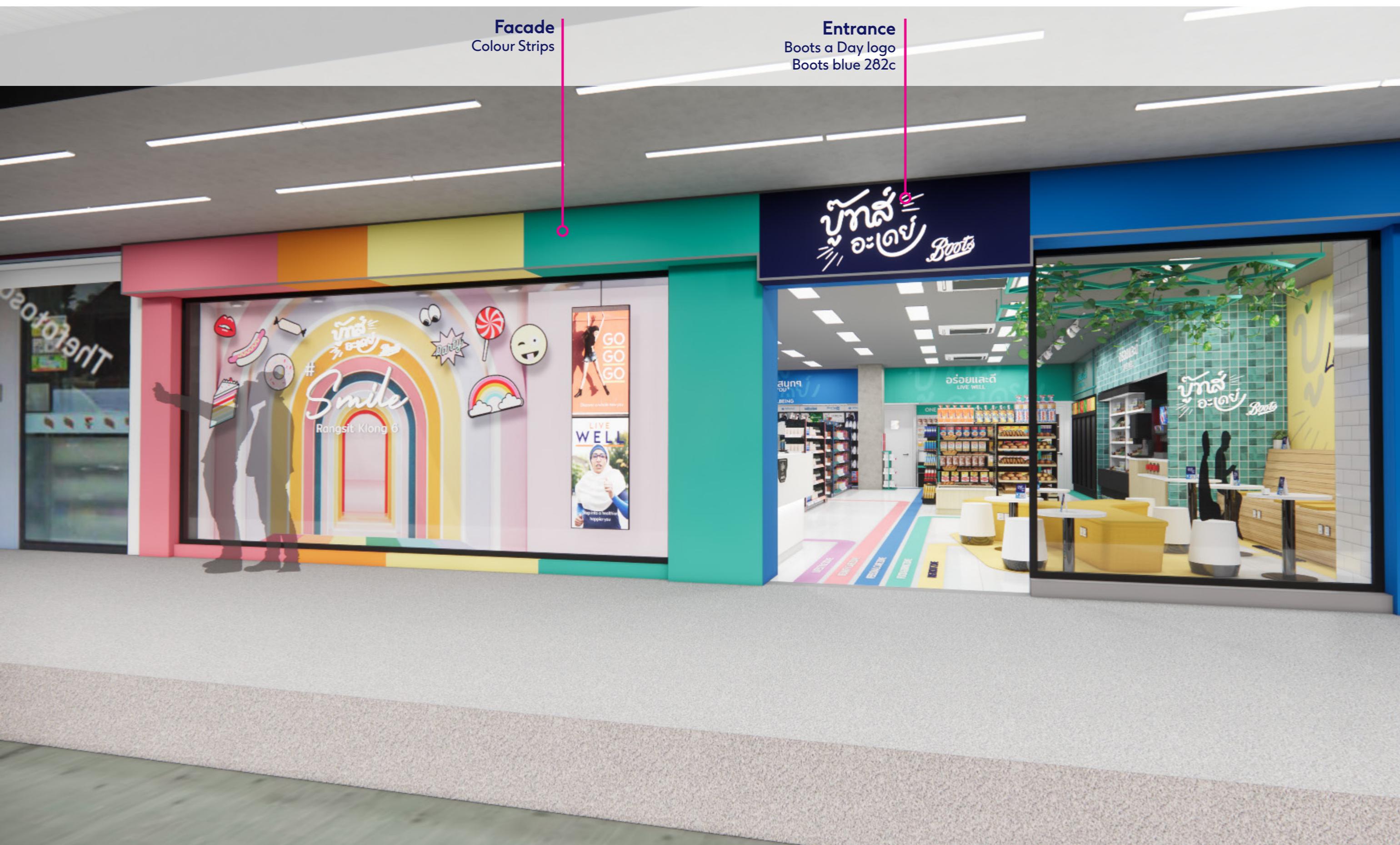
FINAL PACK

(v6)

15-04-2021

External / Facade











Selfie zone



Selfie Wall

*Selfie wall graphics to be sourced locally

















Boots logo

White on Blue - 282c Pantone colour version)



Boots Sharp Regular font

Boots Sharp

Boots Holiday font

Holiday

Mitr Regular font

Mitr Regular

ມີຕຣຸປະຈຳ

* Thai font to be sourced Locally

Navigation materials & colours

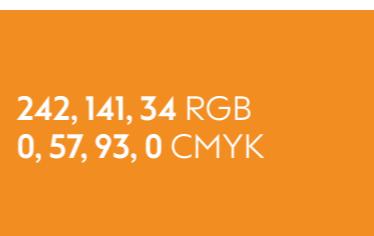
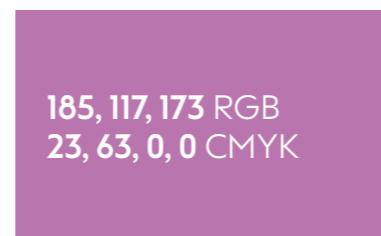
Personal Care Zone

Colour



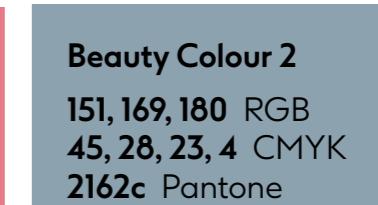
Lifestyle Zone

Colour



Beauty Zone

Colour



Personal Care Zone

Frieze 900mm High

Sub-header height 200mm



Lifestyle Zone

Frieze 900mm High

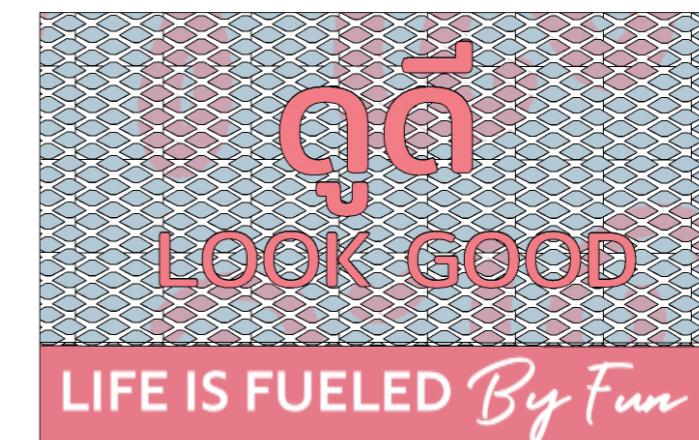
Sub-header height 200mm



Beauty Zone

Frieze 900mm High

Sub-header height 200mm



Personal Care Zone

Navigation wording



Lifestyle Zone

Navigation wording



Beauty Zone

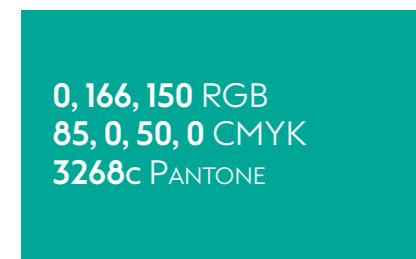
Navigation wording



Navigation materials & colours

Food & Drink Zone

Colour



Food & Drink Zone

Frieze 900mm High

Sub-header height 200mm



Food & Drink Zone

Colour



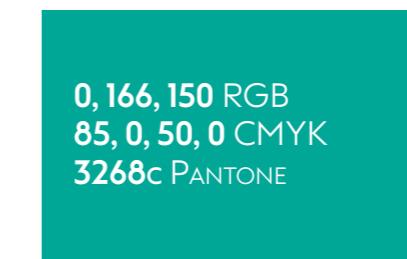
Food & Drink Zone

Frieze 900mm High



Food & Drink Zone

Colour



Food & Drink Zone

Frieze 900mm High



Personal Care

Navigation wording



Wellness / Supplements

Navigation wording



Beauty

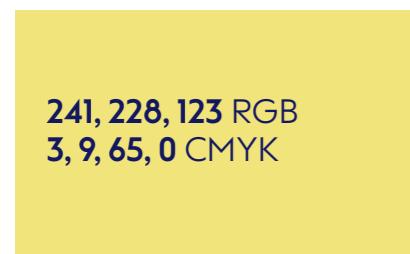
Navigation wording



Navigation materials & colours

Breakout Zone

Colour



241, 228, 123 RGB
3, 9, 65, 0 CMYK

Pay / Tills Zone & Selfie wall

Colour

185, 117, 173 RGB
23, 63, 0, 0 CMYK

231, 122, 137 RGB
0, 61, 29, 0 CMYK

242, 141, 34 RGB
0, 57, 93, 0 CMYK

241, 228, 123 RGB
3, 9, 65, 0 CMYK

0, 166, 150 RGB
85, 0, 50, 0 CMYK

0, 103, 175 RGB
100, 52, 0, 0 CMYK

Breakout Zone

Frieze



Pay / Tills Zone

Wall & Ceiling



Selfie Zone

Wall



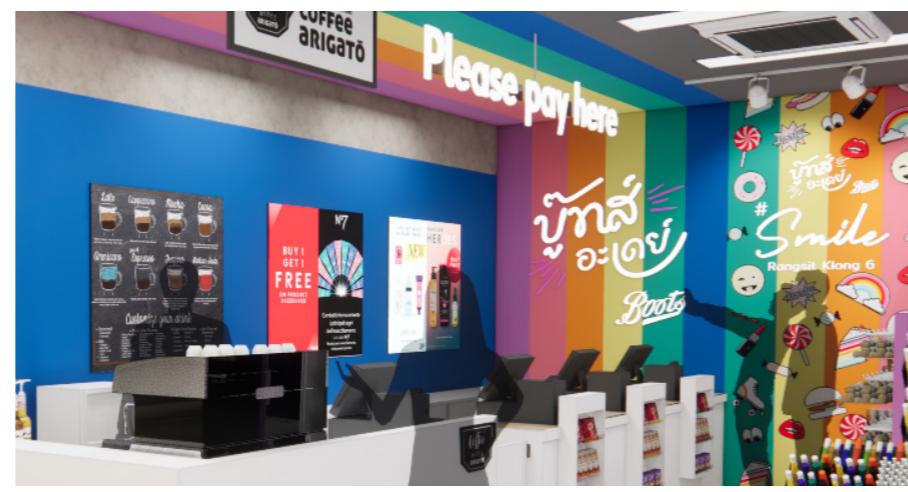
Breakout Zone

Navigation wording



Wellness / Supplements

Navigation wording & icon



Wellness / Supplements

Navigation wording & icon



Materials & finishes:



Fascia / Selfie Window

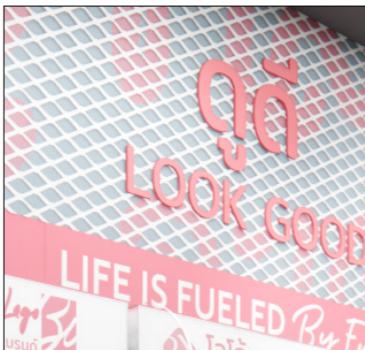
Multi-coloured fascia.
Multi-coloured window selfie display.



Lifestyle Wall

White wording on purple and orange

All text to be in Thai.
English only shown as an example.



Beauty Wall

Pink wording on mettle mesh

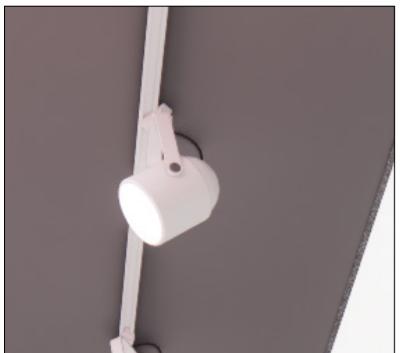
All text to be in Thai.
English only shown as an example.



Personal Care Wall

White wording on Blue

All text to be in Thai.
English only shown as an example.



Ceiling

Iron grey
RAL 7011



Food & Drink Wall

White wording on green / Teal.

All text to be in Thai.
English only shown as an example.



Food & Drink Wall 2

Teal wording on teal tint mirror

All text to be in Thai.
English only shown as an example.



Food & Drink Wall 3

White wording on teal coloured tiles.

All text to be in Thai.
English only shown as an example.



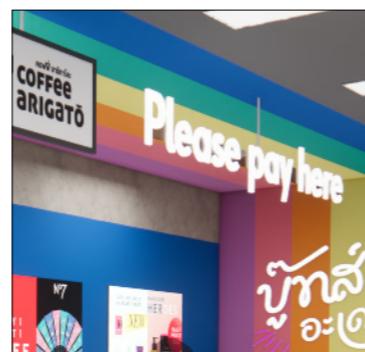
Breakout Wall

Blue 282c wording on yellow
All text to be in Thai.
English only shown as an example.



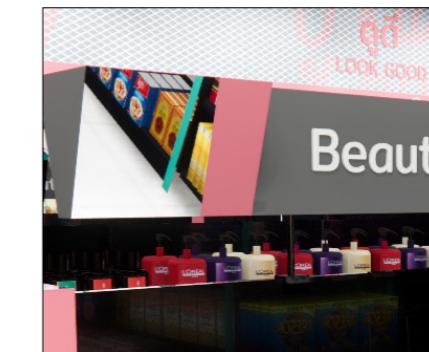
Wall Mod

Brand logo
Lifestyle / Brand led sub-header



Tills & coffee

Illuminated 'pay here' sign



Gondola Headers

Mirrors added to Beauty gondola headers



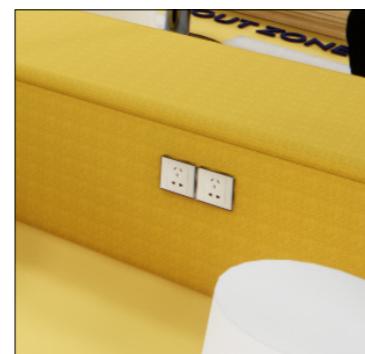
Selfie zone

Colourful emoji / icons on rainbow background.
Logo and address wording



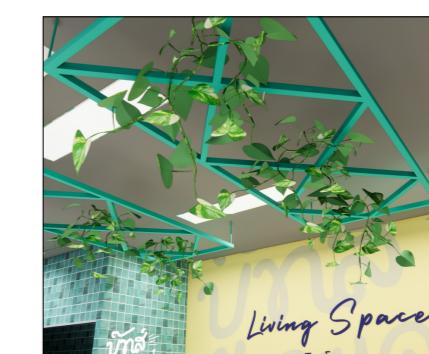
QR Code Info plaques

A5 size card plaques on tables.



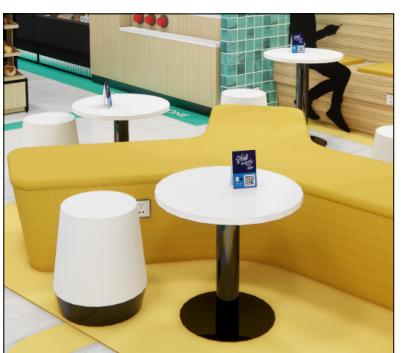
AC Power Sockets

Multiple power outlets added to seating area.



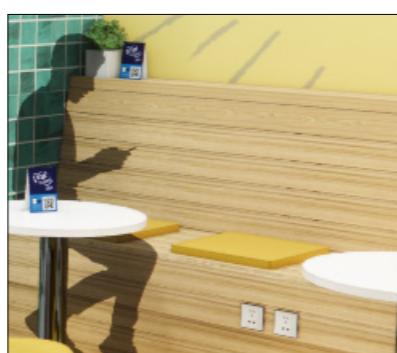
Teal ceiling hanging rafter structure

Teal finish
Artificial green plants



Seating

Fabric - 'ensure the sourced fabric is durable and easy to clean, possibly stain resistant'



Timber

A timber finish on bench and food gondola



Entrance

Floor decal
Navigation starts
(Ensure the floor decal is made of a heavy-duty material, which is hard-wearing and dirt resistant.)



Fixtures

To be sourced locally
Black finish furniture

Signage / navigation



Main Fascia and bus stop signage.

Boots blue, Logo and multi-coloured strip.



Lifestyle Wall

White wording on purple and orange

All text to be in Thai. English only shown as an example.



Food & Drink Wall

White wording on green / Teal.

All text to be in Thai. English only shown as an example.



Food & Drink Wall 2

Teal wording on teal tint mirror

All text to be in Thai. English only shown as an example.



Entrance
Boots A Day logo above entrance

White on Boots Blue 282c



Personal Care Wall

White wording on Blue

All text to be in Thai. English only shown as an example.



Breakout Wall

Blue 282c wording on yellow

All text to be in Thai. English only shown as an example.



Entrance
Floor decal
Navigation starts

(Ensure the floor decal is made of a heavy-duty material, which is hard-wearing and dirt resistant.)



Wall Mod
Brand logo
Lifestyle / Brand led sub-header



Beauty Wall

Pink wording on mettale mesh

All text to be in Thai. English only shown as an example.



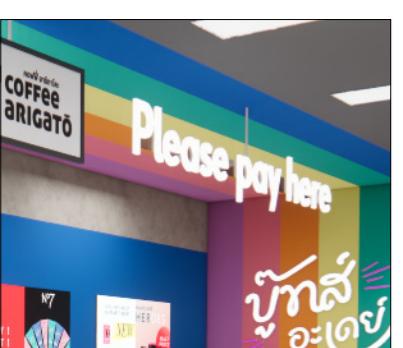
Food & Drink Wall 3

White wording on teal coloured tiles.

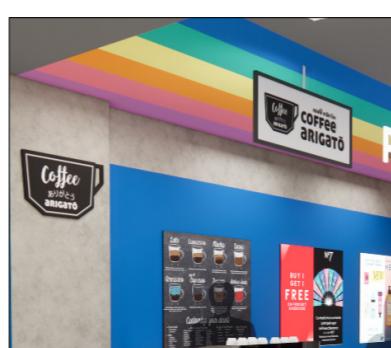
All text to be in Thai. English only shown as an example.



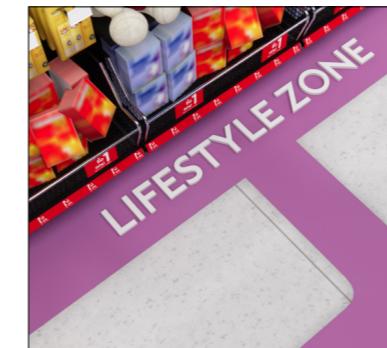
Gondola Headers
Mirrors added to Beauty gondola headers



Tills / Payment
Illuminated 'pay here' sign



Coffee
Brand led coffee signs



Zones
Floor decal
Navigation ends

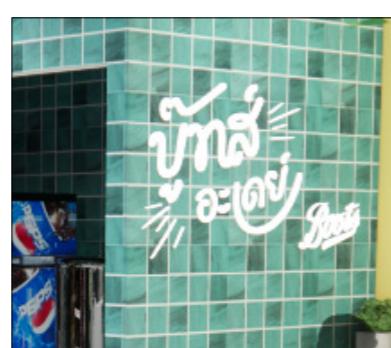
(Ensure the floor decal is made of a heavy-duty material, which is hard-wearing and dirt resistant.)



Selfie Wall
Logo, Smile wording and Address



Boots a Day Logo
Illuminated on till area wall.



Boots a Day Logo
In Seating area.

Key dimensions guide (All dimensions are a guide. This will require the local market to carry out site surveys and develop to suit.)



Boots Entrance Logo (including blue background)

W: 2000 mm
H: 650 mm



Frieze / perimeter total height

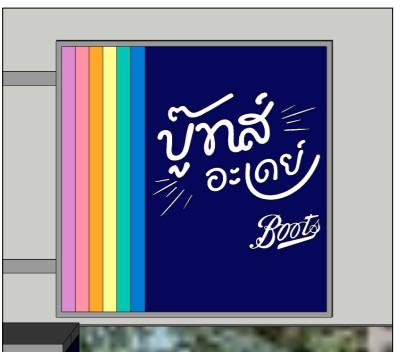
900 mm



Wall mod Header height

Brand logo
150mm

Lifestyle / Brand led sub-header
260mm



Bus Stop Logo (including blue background)

W: 960 mm
H: 960 mm



Frieze Sub Header Height (Boots Daily Fun)

200 mm



Main Fascia Logo (including blue background)

W: 7500 mm
H: 800 mm



Frieze Zone Header wording Height

350 mm

Colours

Boots Blue

External brand colour (with logo)

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

Lifestyle - Fun Daily

External brand colour (with logo)

PANTONE 7440C	
C 31	R 185
M 63	G 117
Y 2	B 173
K 0	
HEX	
#B975AD	

PANTONE 158C	
C 0	R 242
M 53	G 141
Y 91	B 34
K 0	
HEX	
#F28D22	

Beauty - Look Good

External brand colour (with logo)

PANTONE 701C	
C 5	R 231
M 64	G 122
Y 32	B 137
K 0	
HEX	
#E77A89	

Personal Care - Healthy You

External brand colour (with logo)

PANTONE 2162 C BVI GREY	
C 45	R 151
M 28	G 169
Y 23	B 180
K 4	
HEX	
#97A9B4	

RAL
5015

Food & Drink - Live Well

PANTONE 3268 C	
C 85	R 0
M 0	G 166
Y 50	B 150
K 0	

PANTONE 566 C	
C 37	R 173
M 0	G 217
Y 22	B 210
K 0	

Living Space - Breakout

PANTONE 609C	
C 9	R 241
M 5	G 228
Y 62	B 123
K 0	
HEX	
#F1E47B	

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



International Retail

Thank you